



FLEET MANAGEMENT

Customer: Enterprise Fleet Management
Website: www.efleets.com
Customer Size: 1,600 employees
Country or Region: North America
Industry: Transportation

Customer Profile

Enterprise Fleet Management manages almost 400,000 vehicles in the United States and Canada. It provides full-service fleet management services for companies, government agencies, and organizations with medium-sized fleets.

Benefits

- Provide portable, powerful devices for sales calls
- Improve storytelling
- Save an hour or more per week by increasing productivity
- Increase closing rates
- Highlight industry leadership with enhanced technology

Software and Services

- Windows 8.1 Enterprise
- Microsoft Office 365

Hardware

Microsoft Surface Pro 3

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Fleet management industry leader increases sales effectiveness with Microsoft Surface Pro 3

“Our closing ratios have gone up 35 percent in the last year, and the Surface Pro 3 has certainly contributed to that sales increase.”

Tom Chelew, Senior Vice President Sales and Marketing, Enterprise Fleet Management

To help improve productivity, Enterprise Fleet Management gave 600 Microsoft Surface Pro 3 devices to its salesforce and management team. With the sleek, portable devices, salespeople now deliver higher-impact presentations, work more efficiently, and even increase their closing rate. The new technology also highlights Enterprise’s industry leadership and longtime focus on customer service. The company’s IT organization deploys, manages, and secures the devices using existing Windows-based management infrastructure.

Listened to the field

Construction firms, pest control services, florists, and many other companies have vehicle fleets that they would rather not have to think about, because they siphon energy away from their core business.

Instead, thousands of companies turn to Enterprise Fleet Management to provide services such as vehicle acquisition, licensing and registration, maintenance, fuel management, and web-based reporting. Enterprise Fleet Management is an affiliate of Enterprise Holdings, the world’s largest car rental company based on revenue, fleet, and employees. With more than 50 offices, Enterprise Fleet Management also operates one of the nation’s largest service departments,

employing more than 100 ASE-certified service technicians. The company’s salespeople meet one-on-one with business owners to design customized fleet management plans, and then execute those plans to lower customers’ fleet costs. As Enterprise Fleet Management expands throughout the United States, the company is enhancing its field sales tools with sleek Microsoft Surface Pro 3 devices.

The Enterprise sales team originally relied on paper presentations. When individuals began buying their own computers, the company’s IT organization had no control over those personal devices. Eventually, Enterprise Fleet Management issued standardized laptops running the Windows operating system. But after three or four

years, these devices became out of date, with salespeople complaining about their size, weight, and lack of speed.

"During sales meetings, it might take 5 to 10 minutes to start the laptops and then connect to a Wi-Fi network or projector," says Mark Adams, Vice President of Information Technology at Enterprise Fleet Management. "It made a poor impression, creating distractions and delays. It also prevented our sales team from accessing Salesforce.com and other key applications. The field was very clear about what was needed to properly serve clients, so we listened to our customers as well as our employees."

Refreshed all devices

As a result, Enterprise Fleet Management immediately replaced all field devices. The desire for laptop-like performance and manageability, paired with tablet-like portability, led the company to the Microsoft Surface Pro 3. "We felt we could deploy faster using a device that fit into our existing Windows landscape," Adams says. "The Surface Pro 3 not only is lighter than other options and offers touch, mouse, and keyboard interfaces, but it also has a thin keyboard with plenty of performance. Plus, you can pass it around, an especially important feature in small-group settings."

Enterprise Fleet Management deployed 600 Surface Pro 3 devices to its salesforce and management team. Every salesperson also received a Surface Pro 3 docking station for use in the office, a wireless projector, and gear for quickly connecting the Surface to customer displays and projectors. "In merely five months, we went from just an idea to 600 devices up and running," Adams says. "There's no way we could have deployed this quickly with a device that wasn't Windows-based. For companies like ours with a Windows network, it's tough to beat the easy deployment and management of the Surface Pro 3."

Improved storytelling

Enterprise Fleet Management's sales team appreciates the portability, speed, and modern look of the Surface Pro 3.

When sitting down with prospects and customers, they deliver presentations on the Surface in tablet mode, using the device's convenient and familiar touch capability. "They can hand the Surface to a customer and let him or her get a close-up look at our offerings," says Tom Chelew, Senior Vice President of Sales and Marketing at Enterprise Fleet Management. "Or they can use Miracast to connect to a projector if there are multiple people in the room."

Herman Goldner, a full-service mechanical solutions provider and Enterprise Fleet customer, particularly values how the Surface Pro 3 has further enhanced Enterprise's annual presentations and competitive edge. "We have been partnering with Enterprise since 2002," says Steve Williams, President and Chief Operating Officer at Herman Goldner. "The introduction of the Surface Pro 3 devices—as well as Enterprise's new website capabilities—represents a significant technological upgrade across the board. What these changes mean for us is even more efficient and convenient long-term tracking and reporting."

Increased sales productivity

Prior to the introduction of the Surface Pro 3, Enterprise salespeople had to jot down notes during meetings and return to the office to send follow-up emails. Today, with the Surface in tow, salespeople can answer customer questions on the spot, check email, enter data into Salesforce between meetings, and take care of business throughout the day.

"If a prospect wants additional or new information, I don't have to schedule a

follow-up meeting," says Catherine Blazer, Senior Account Executive at Enterprise Fleet Management. "I just log on and access the details then and there. It's simple to connect to Wi-Fi networks and customer technology, so I am able to begin my presentations more quickly and confidently. And I'm saving at least an hour a day with the Surface. I'm more efficient so things don't pile up."

Chelew echoes Blazer's timesaving: "An hour a day saved across hundreds of salespeople adds up to significantly more selling time and better customer service. In addition, our closing ratios have gone up 35 percent in the last year, and the Surface Pro 3 has certainly contributed to that sales increase."

Jason Young, Senior Account Manager at Enterprise Fleet Management, notes an added benefit. "I'm saving at least an hour or two a week by getting more done during the workday. The more I get done during the day, the more personal time I have at day's end."

Highlighted leadership

Even before deploying the Surface Pro 3, Enterprise Fleet Management had begun to underscore its industry leadership with technology innovation: a refreshed website, improved web-based reports, and a faster server infrastructure. Many of these innovations are designed to improve access to Enterprise Fleet Management information on mobile devices, and with the Surface Pro 3, salespeople can better demonstrate new services.

"The Surface Pro 3 underscores the fact that we have the latest technology and are able to deliver the information customers need, in precisely the way they need it, to manage their fleets," Chelew says. "This initiative helped us take our salesforce and our message into the twenty-first century."