

Simplifying fleet management for Miers Construction Products

Miers Construction Products (Miers), part of SIG Group, had two primary goals: to help their employees and to help the environment. Their fleet played a key role in meeting both these aims. With company growth continuing at pace, it was clear they needed a fleet management solution that could both streamline processes in the short term and scale for the long term. Lex Autolease's answer: two powerful, simple-to-use digital tools.

The challenges

Running Miers' fleet was proving time-consuming and complex for Finance Director Lawrence Lim. The fleet itself was growing at a rate of five to ten cars a year and the business was simultaneously transitioning to an electric fleet to meet their net zero targets. The Finance Director's working hours were being eaten up by the end-to-end management of the fleet and he needed to free up time to focus on his core responsibilities.

Lex Autolease took the Finance Director and Miers through a consultative process to ensure the solution they chose was the best fit for their needs.

As part of this process, the Finance Director and Lex Autolease identified the main objectives Miers' fleet management solution would need to meet:

- Minimise lease costs
- Remove administrative complexities
- Transition the current car allowance into a Green Policy
- Maximise driver choice
- Get value for money without compromising on service
- Embrace the journey to zero



Our solution

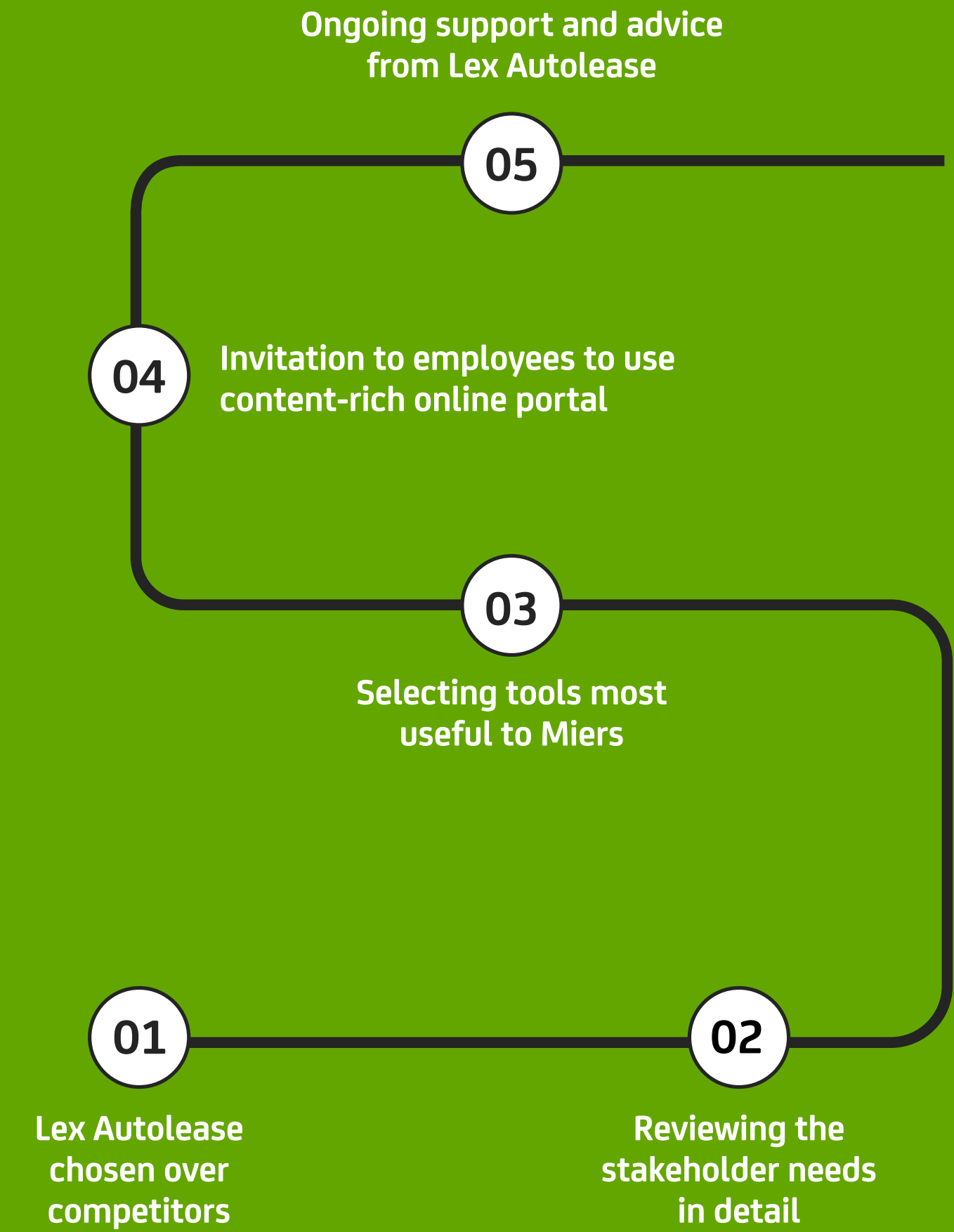
Lex Autolease’s digital products offered the streamlining solutions Miers needed, without compromising on the quality of their fleet management. With Lex Autolease Interactive (LAI) and the Driver Portal, they could quickly digitise and simplify the driver journey.

LAI is an advanced online facility in the leasing industry. It provides 24/7 access to all Lex Autolease’s key services, including live online reporting. For Miers, this created a single source for all management information, quoting, fleet tracking, invoicing, motoring offences and a dashboard reporting suite – saving time and effort whenever they need to check in on any aspect of fleet performance.

The Driver Portal empowers employees to take control of their own vehicle, offering them around the clock digital access to all services, including incident reporting, service or MOT booking and ordering a vehicle. It also gives employees a comprehensive list of vehicle options when it’s time for them to choose a new company car. For Miers, this noticeably improved employee satisfaction.

“One of the benefits is the self-service elements - I can obtain quotes instantly without contacting multiple dealers. Decisions can then be made in minutes rather than days.”

Lawrence Lim, Finance Director, Miers



CO₂ level in the current order bank is now **0g, against a fleet average of 41.75 g/km**

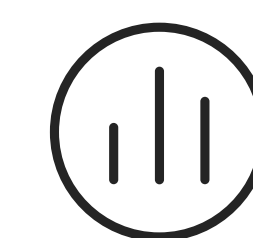
“Employee engagement and satisfaction is important to us. The self-serve element to the LAI and Driver Portal has not only saved me time, but has also become a valuable employee benefit. Our employees can access an instant quote for a huge range of EVs, Hybrid and ICE vehicles. Employees can drive a car they never would have had the opportunity to do so without the support we get from Lex Autolease.”

Lawrence Lim, Finance Director, Miers

At a glance

 **40**
cars in fleet

 **10+**
EVs on order

 NPS score is **12**
points higher on
the online journey

The outcome

With these tools, it took a Miers employee just six simple clicks to order a new vehicle through the Driver Portal. The solution provided by Lex Autolease meant employees could browse and choose from thousands of options, allowing Miers to scale easily with demand. This became a highly attractive employee benefit, helping with their recruitment and retention.

And employee satisfaction wasn't all that improved. Close collaboration through the dedicated Lex Autolease Account Manager, along with the tools provided, saw Miers:

- **Save money** – easy online access to special offers, instant quotes and effective funding
- **Simplify** – all their fleet management tools in one place
- **Save time and worry** – expert advice and support from our dedicated Essential Account Manager
- **Provide convenience** – employees could browse, order, service and manage their car online through our Driver Portal
- **Real-time reviews** – virtual fleet reviews to keep on top of their fleet with analysis, reports, insights and cost-saving advice

