

Auto Fleet Services

Grow faster, work smarter, and serve better with intelligent, data-driven solutions

Trends and Challenges for Auto Fleet Companies

Auto fleet services companies encounter significant challenges stemming from the shift towards business-based fleet operations. Outdated systems and fragmented tools lead to operational inefficiencies, obstructing real-time data access and slowing decision-making. This lack of integration prevents effective asset management and hampers responsiveness to market demands.

Additionally, the overwhelming volume of data from disparate systems complicates visibility into fleet performance. This data overload hinders the ability to optimize utilization and resource allocation, making informed decision-making difficult for fleet managers. As the competition heats up, companies must not only adapt to changing customer expectations, but also foster a culture of proactive engagement to enhance service quality and operational efficiency.



Create Impact in Auto Fleet Services



Accelerate commercial
fleet growth



Build a connected
digital core



Unify data for streamlined
operations & personalization

Key Challenges Faced By Auto Fleet Businesses

1 Fleet Sales Decline

The auto fleet services industry is currently experiencing a decline in fleet sales, with a 2.3% decrease noted in the first eight months of 2024 compared to the same timeframe in 2023.¹ This downturn reflects not only market adjustments but also potential weaknesses in marketing operations and strategies tailored to fleet customers.

As the industry shifts from individual vehicle ownership to business-based fleet solutions, maintaining sales momentum becomes critical to sustaining revenue streams.

The challenges in fleet sales are compounded by the need for enhanced marketing efforts that resonate with emerging customer expectations. A focus on targeted marketing operations and creative services is essential for effectively communicating the value propositions of fleet offerings.

¹ "Fleet Sales Start Overall YTD Decline in August," Auto Rental News, Martin Romjue, September 5, 2024.

SUCCESS STORY Automotive Giant Generates \$1.1M in Revenue

We helped a global automotive leader turn its underperforming after-sales marketing into a high-impact, data-driven program. Through a structured multi-channel strategy and performance insights, the client improved segmentation, personalization, and channel efficiency.



\$1.1M

incremental revenue



\$13:1

return on investment



Accelerate Commercial Fleet Growth

- **B2B Sales:** Accelerate sales by reaching the right fleet buyers with scored, enriched leads. Capture overlooked segments and activate high-potential customers. Scale confidently across markets, measure results, and optimize ROI.
- **Marketing Operations Solutions:** Engage, educate, and win large fleet businesses with analytics driven cadence-based marketing built on the foundations of intelligent database management.
- **Creative Services Solutions:** Elevate your brand with creative services solutions that deliver engaging and compelling content. Create targeted marketing materials that effectively showcase your fleet services' unique value propositions.

2 Digital Tools Fragmentation

Digital tool fragmentation poses a significant barrier for the auto fleet services industry, with 42% of fleet leaders reporting a lack of a unified view into their operations.²

This reliance on multiple disparate systems complicates workflows and hampers decision-making, highlighting the urgent need for a connected digital core that replaces manual processes and integrates various functions.

As fleets grow and adopt new technologies like electric or connected vehicles, fragmented systems become even harder to scale, making unified, data-driven operations more critical than ever.



SUCCESS STORY Transforming Operations for Better, Quicker CX

A global automotive leader sought to cut operations costs while improving service quality. We implemented key digital solutions—most notably RPA-driven back-office process automation—alongside asynchronous messaging enhancements and advanced analytics. These innovations boosted efficiency while delivering cost savings.



\$4.5M

committed cost savings in 5 years



27.6%

headcount reduction resulting from all innovations solutions

² "Motive's Physical Economy Outlook 2024," Motive, 2024.

Build a Connected Digital Core

- **Tech Transformation:** Transform your auto fleet operations by integrating digital solutions across all functions, from booking to maintenance. Replace outdated manual processes and drive efficiencies that enhance productivity and customer experiences in today's competitive environment.
- **API Strategy and Implementation:** Modernize your legacy systems with a robust API strategy that connects disparate platforms. Streamline operations and facilitate real-time data integration to optimize fleet performance and improve responsiveness to customer needs.
- **Process Automation:** Automate routine tasks such as document processing and route optimization to eliminate inefficiencies. Boost operational efficiency and free your team to focus on high-impact activities, enhancing service quality and overall fleet performance.

3 Data Overload & Poor Data Visibility

Data overload and poor visibility is a pressing issue for auto fleet services, with 46% of fleet leaders acknowledging their struggle to manage the overwhelming amount of information generated daily.³ As organizations juggle multiple data sources and metrics, the sheer volume can lead to confusion and hinder effective decision-making. This lack of clarity undermines the ability of fleet managers to pinpoint operational inefficiencies and capitalize on opportunities for optimization.

Without cohesive data visibility, fleet services risk missing critical insights necessary for aligning strategies with customer expectations. The inability to access and analyze relevant data in a timely manner stifles responsiveness and limits the effectiveness of marketing and operational initiatives.

Addressing these challenges requires implementing comprehensive data management solutions that streamline information access, improve visibility, and empower fleet leaders to make informed, strategic decisions.

SUCCESS STORY

Optimizing Inventory for a Heavy-Duty Truck Manufacturer

To address losses from an outdated manual pricing process, we helped a large heavy-duty truck manufacturer in North America develop a predictive pricing model, an inventory management dashboard, and a market simulator to improve inventory insights for quicker truck sales. Time series forecasting models and data science techniques boost annual cost savings.



\$1.6M

cost savings per year

³ "Motive's Physical Economy Outlook 2024," Motive, 2024.

Fuel Impact with Insightful Data

- **Data Lakes:** Optimize data efficiency across fleet operations, never losing track of key business insights. Integrate vehicle, driver, and service data into a centralized view.
- **Business Intelligence:** Monitor all fleet activities, including driving, equipment usage, and maintenance schedules and make informed decisions with access to advanced analytics and real-time data.
- **Voice of the Customer (VOC):** Capture driver feedback and telematics data, personalizing future interactions. Actively listen to client needs through surveys and feedback channels to identify improvement opportunities.
- **Omnichannel CX & Lifecycle Engagement:** Make every touchpoint matter. Turn fleet customers into advocates by delivering proactive services across their lifecycle and supporting them all the way through.

With extensive industry expertise, Concentrix offers comprehensive, integrated solutions tailored for auto fleet services. Our focus on intelligent transformation empowers businesses to navigate the complexities of digital integration, streamline operations, and enhance customer engagement.

By leveraging advanced technologies and data-driven strategies, we help you optimize fleet performance, overcome operational challenges, and drive sustainable growth in today's competitive market.



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Learn more about how we can design, build, and run fully integrated, end-to-end solutions to support your entire enterprise, at speed and scale.

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