

London Hire realise unexpected operational advantages

UK accessible vehicle leasing company say that using Motivity benefits their entire operations and has provided unexpected gains.

London Hire Limited is a vehicle leasing company that provides quality and accessible vehicle solutions to councils, charities and community transports across the UK, including total vehicle support and fleet management services.

Besides vehicle rental, London Hire also provide a fully integrated vehicle, driver, and passenger assistant for Home to School, Adult and Patient transport services.

London Hire spoke to us about how Motivity helps them to operate more efficiently and provide a professional client service. *“With over 1200 vehicles in our portfolio of leased vehicles, we were looking for an app to smooth the vehicle delivery and collections process.”*

All in triplicate before

London Hire had been using a triplicated paper system, which created issues for both the drivers and the office. *“We’d deliver a vehicle – it may be raining or really cold – and try to fill in the paperwork. Back in the office, it would go in a tray and not always get filed. Then, when we’d go to collect the vehicle, there wasn’t a record at hand of the vehicle having been delivered or any damage to it.”*

Proof when called for

With some of the vehicles costing around a hundred thousand pounds, it was important to prove that there was no damage to the vehicle when it was delivered. The paper system however left room for human error, which could prove costly to the enterprise.

“We needed something more robust so that we knew where the vehicle was, and the condition when we delivered it. Motivity allows us to take pictures of damage. Because it’s all on the job chart and the customer has signed for it, we can recharge it.”

In the case of parking tickets, London Hire needed proof that the vehicle was with a customer at a certain date and time.



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Alan Sharp, London Hire Limited



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Accessible Vehicle Rental

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An end to the paper chase

If a request came in for a copy of the paperwork, people in the office could spend a couple of hours searching through piles of paperwork. *“At times, two or three people would chase around trying to find one piece of paper. Putting aside their normal work to do so.”*

Evidence of compliance

Finding an app that would enable their clients to achieve accreditation was a major motivation. *“We had a case where a council customer was going through accreditation for gold level, which was a big thing for them, and needed copies of all the compliance paperwork on the same day.”*

Real-world trial

In looking for a solution, London Hire found a company, but on closer inspection realised that set up costs weren't included, and changes seemed to be a 'cost on top'. *“Motivity offered us a two-month trial. Nothing off-the-shelf. They did all the work upfront, taking all our paperwork and converting it into a digital format – replicating it exactly.”*

“It's so much easier now. We go onto Motivity, have a look and all the information is there: a copy of the on-hire tick sheet and when it was delivered. Proof that the vehicle was with a customer at a particular time. And evidence of vehicle condition.”

Benefit to all operations

The enterprise soon saw the benefits of using the app across all its operations. *“We've started using the system in our workshops and mobile operations. Previously, if we fitted a faulty part and couldn't find the paperwork, then we'd suffer the cost of the new part. Now, we have everything registered. We can go back to the company we bought the part from, with proof that it's still under warranty. That's saving us a bit of money.”*

Record of maintenance

The Motivity app provides history on a vehicle too. *“If a vehicle keeps going wrong, we will know we've been out to it X number of times. So, instead of a mobile fix, maybe we should bring it into the workshop and spend a bit more time on the vehicle. And because it's searchable over years, we can make better use of the data that's in the system.”*

Team enjoy using it

Using the app had gone down very well with the drivers and mobile fitters. *“None will go back to how it was before. Our team has bought into the system, see the benefits, and enjoy using it.”*

Know where drivers are

London Hire's initial expectation was that it was just going to be a like for like swap. *“A benefit we didn't expect is being able to see where drivers are. So, if we have an off-hire, we can see if a driver is coming past that way, and they can pick it up. Operationally, it's more efficient.”*

Better use of time

The office can see where all the drivers are. *“If there's a break down, we can look up who's the closest, and send them the job. They just press okay and go to the next job.”* On the mobile fleet side, all the day's work can be pre-booked. *“There's no need to pull over to find out the next job, as we used to do. Now, we just ping all the jobs over, and the day gets done.”*

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Makes for happy customers

Being digital, everything is sent to the customer at a touch of a button. *“The big surprise was how much our customers like it. They’re happy because they’re not chasing paperwork or certificates. When a job’s finished and the customer has signed it off, they can have a copy of the digital job sheet within minutes. And, if they ask for another copy, we simply put the vehicle reg in Motivity and send it again.”*

See financial tipping points

From a financial point of view, the app will allow London Hire to do an annual spend report on vehicles, enabling them to spot anomalies and decide the best time to get rid of a vehicle.

“We’ll be able to see where the tipping points are. Small gains can be made from disposing of vehicles a year earlier, but you need to prove it out. Motivity does that.”

The system provides useful long-term manufacturers data too. *“It means we can go back to a customer with proof that a certain type of vehicle may be more beneficial to them, even if it seems expensive in the short term.”*

Do change requests quickly

London Hire are impressed with the responsive support they receive from AppStation. *“Normally when you put in a change request, you’d expect a three day wait, but often the requested changes are made within the hour. For major changes, Motivity let us know that it will be in the next release. Not once have AppStation come back to us to say they can’t do something. The support we get is second to none. And it’s always done really quick.”*



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