

The Fleet Spot

Significant Industry News & Developments for the Management of an Automotive Fleet

Interview with Myles McEvilly

September 14, 2010

As responsibility for fleet can be distributed to a variety of your clients' departments in your marketplace, how do your client service professionals adapt to the way they work with so many diversities such as Purchasing, Finance, HR?

With Union Leasing clients, the fleet responsibilities can fall into several different areas. In many instances we are dealing with the decision makers, presidents, chief operating officers, VPs of sales, senior buyers for companies, and other members of the senior management team. This differs from the traditional fleet manager who does not set policy or have decision making responsibilities. An example I like to use is that in this marketplace the fleet management company brings 80% of the solutions to the equation and the client brings 20%. This ratio is reversed in dealing with major fleets in that the customer is more familiar with what they want, with what is available and what are the best practices to accomplish their objectives.

How much do experienced personnel really assist a client today when you consider the technology and administration offered?

While technology has made the job easier and information readily available, the actual tasks have not changed. Selectors still need to be developed, orders processed, quotes prepared, phones answered, and clients' expectations met and exceeded. The fundamentals have not changed and having experienced personnel who derive a sense of satisfaction from helping customers, I think, is still the key element in this business.

With respect to technology, every fleet management company regardless of size needs a complete line of services and on-line capabilities for clients and drivers. The medium



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Myles McEvilly is Director of Client Services at Union Leasing and has over 30 years of experience in fleet management. Prior to joining Union Leasing in 2006, he was with Wheels, Inc. for 28 years. During his tenure at Wheels, he held positions such as Buyer, Account Executive,

Manager of Four Wheels Company and Regional Consulting Manager. McEvilly holds BA and MBA degrees. He is married with three children and two grandchildren.

size fleets are really no different than large fleets. Accessing the data sometimes turns out to be the responsibility of the fleet management company to download, then forward to the client or end user.

How do you handle the bid process? Also, companies can be loath to change fleet management providers because they are concerned about the transitioning process.

How do you allay those concerns?

If a client is pleased with their present supplier and their needs are being met they probably are not going to go out for bid. So if the client of a larger company is out to bid it is either that their policy requires competitive bids on a regular basis or they are experiencing some sort of pain with their current supplier. If the first instance is the reason they are going out to bid, you listen to what they have to say and you prepare your proposal. If the second instance is the reason they want to make a move, there has to be a root cause. I have always felt that in this process listening skills are much more important than presenting what your company can do.

It is also very important to point out that there will be some pain involved in the transition process. In fleet

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management, once the decision is made to make a change the client must then, temporarily, deal with two vendors and two systems that will create its own set of problems. It is our job to assure the client that these issues, when they arise, will be handled in a professional and expedient way.

What are the most important features your company provides? What makes Union Leasing unique?

Union Leasing treats every client as if they are our only client. We are extremely fortunate to have a team of account managers who are second to none in the industry, regardless of company size. Union Leasing account managers are responsible for all aspects of account management and each one of them is up to the task. I learned long ago that the individuals in a given position are the ones that are in the best position to effect change. It is my job to listen to the account managers and to champion their causes with the rest of our senior management team.

Phone calls and e-mails are generally returned within the hour. In my time here at Union Leasing I have NOT received a single complaint regarding calls not being returned or e-mails not responded to from a client, either external or internal. All calls are either answered or given the option to go to voicemail or be redirected. Our office phone numbers do not have a phone tree. Clients receive real options without having to listen to a phone tree for directions.

At Union Leasing we pride ourselves on our flexibility. We will find a solution that works for every situation. Here again, listening to what the needs are and offering meaningful solutions are all important in meeting and exceeding customer expectations.

Give us some background on your fleet career.

I started at Wheels back in 1978. Over the years I held several positions from Buyer, to Account Executive, to Manager of Special Accounts (small fleets) and Four Wheels (closed-end leases), and finally to Regional Consulting Manager. I joined Union in 2007 as Director of Client Services.

I have seen the players in this industry move from being identified as "leasing companies" to "fleet management companies," with the development of ancillary service programs that answer every need that arises during the life cycle of a fleet vehicle. It used to be almost as simple as "What color of car do you want?" and "Do you want air conditioning and white wall tires?". Like most things, this industry has gone from simple to complex and to be successful fleets and fleet management companies must adjust to an ever changing business environment with an ever rising bar of meeting clients' expectations.

What do you enjoy the most about your job?

I still enjoy the sense of competition during the bid process, the multi-faceted responsibilities in dealing with established clients, and using creative collective processes to meet customers' needs. In a smaller fleet management company each employee has a voice and the decision process is not bogged down in committee meetings and vacillating from one point to another without getting any resolution. Every individual within our company is truly only one employee away from the ultimate decision maker. We can make decisions and be very flexible from day to day. That is what I enjoy the most.