

A SERVICE MODULE THAT BENCHMARKS COMPANY CAR POLICIES AGAINST THOSE OF THE COMPETITOR SET

The Challenge

Company car benefit is a valuable component of employee reward packages. It is well understood that company cars can be a key driver in recruitment and retention and help an employer develop a standout rewards package.

Experience shows that niche providers in certain sectors offer company car benefit in the 75th and 95th centile, challenging those companies offering mid-market benefits. Benchmarking a company car rewards package against competitors is therefore extremely important when developing recruitment strategies.

The challenge, however, is knowing the detail of competitor company car benefit and mapping it accurately against the in-house policy.

Our Solution

The fleetworx policy benchmarking module uses market knowledge and data insight to build an understanding of competitor company car benefit design.

Fleetworx determine the likely competitive set and interrogate the Centrax database to understand the indicative company car offer for that industry sector. External data is also gathered by leveraging supply chain relationships to understand the company car offer for sample companies within specific sectors.

Your Benefits

The Fleetworx Policy Benchmarking module is integral to developing a competitive company car reward package and contributing to an effective recruitment and reward strategy.

- benchmark reward package against competitive set
- contribute to effective recruitment and reward strategy
- identify opportunities to remove cost and instill stronger competitive terms

Further information on how the Policy Benchmark Module can help your fleet management process contact Tom Osborne on 01926 353 300