Fleet

Expectation for Fleet customers

Fleet and B2B are a becoming a more important and growing part of our business.

It is essential that you and your team execute these steps for every fleet customer:

1) Identify the fleet customer during Phase 1 CES.
2) Gather all required information.
3) Look up the fleet customer accurately.
4) Process the transaction correctly.

When an error is made in one store for one fleet driver, we break trust with the entire fleet, and risk losing ALL of their business at every store.

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1. Identify fleet customers

Identifying fleet customers and potential fleet customers is a critical part of Phase 1 CES. It's part of getting to know your customer and how they use their vehicle.

Ask open ended questions, listen to your customer, and observe signs that may indicate that the vehicle is part of a fleet:

- Customers wearing a company shirt, jacket, or hat
- Customers driving a branded work vehicle

Earn the right to ask your customer, "Do you have a fleet account with us?"

If your customer is a potential fleet customer, use this as an opportunity to earn their fleet business.

See also:
Identifying GSA Customers
Gaining New Fleet Customers

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2. Fill out all required information

Fleet customers require accurate VTV information as well as the required invoice information for each transaction. This creates a system of record for their vehicles and accounts for the "Total Cost of Ownership". Not having this important information will lead to invoice rejections and store charge backs.

More VTV information and invoice information is required for fleet customers than for our other customers to ensure the invoice is not rejected. Additional information for fleet customers includes:

- Tread depth - inner, middle, and outer
- VIN #
- Fleet Card #
- Unit #
- PO #
- Driver name
- License Plate #

For details, see Fleet VTV Checklist.

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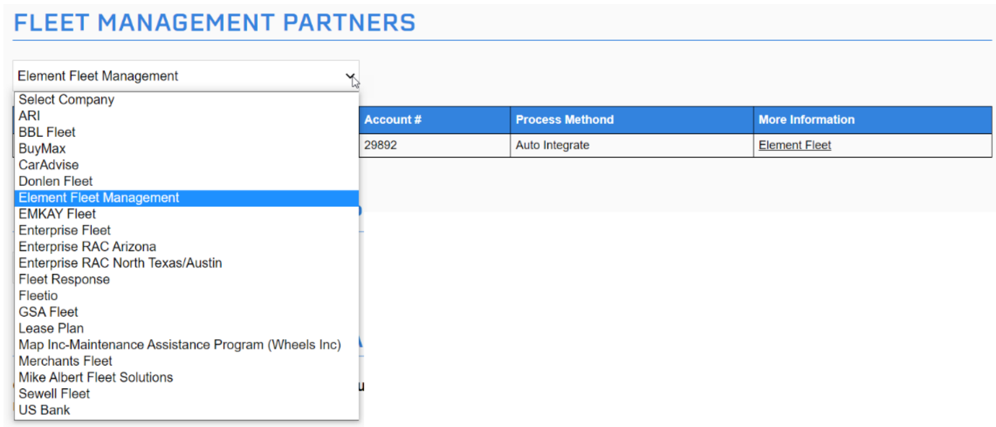
3. Look up fleet customers accurately

In the POS on the Customer Inquiry screen, select the **A/R Customers Only** option. Type **Account Name** or **Account Number**, then select **Next** to find the correct fleet customer. For details, see Looking up Fleet Customers.

For Fleet Management Partners, you can use the Fleet Management Partner lookup tool on the Fleet AOR KC page to quickly see the Account Number, Process method, and other useful information for the customer's fleet company.



4. Process fleet transactions correctly

It is very important to enter accurate information into the POS for Fleet customers to ensure that service history is captured correctly, and invoices are not rejected.

Follow procedures detailed in Fleet Rates and Rules in the POS.

Note that Companies that prefer to pay via cash, check, credit card, or are less than 2 years in business will have "XXX" at the end of the company name.

Contact

Should you have any questions or are unsure about any of the processes, please call the Fleet Team at (866) 895-8032. We are happy to help.

https://www.discounttire.com/fleet