



“ We’ve made a time saving across our entire workforce. We can be confident of safe and timely arrivals. RAM has enhanced the service we provide to our customers. RAM supports our customer focused ethos. We couldn’t be happier with the product & service ”

Michelle Taylor
Operations Manager
Academy Leasing Ltd

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Get in touch today to book a **free demo** or discuss how your business could benefit from RAM Tracking

Sector:
Finance

Location:
Warrington

CASE STUDY

Academy Leasing Ltd

RAM helped save us time across our business

Academy Leasing Ltd was established in 1987 and is one of the UK’s leading providers of vehicle, invoice and equipment finance. We asked Michelle Taylor, Operations Manager at Academy Leasing for her comments on why she chose RAM fleet tracking and the benefits to her company.

Due to the nature of our business it is paramount we are able to separate business and private mileage. Since installing RAM Tracking our sales team are no longer required to complete mileage logs as the RAM platform keeps an accurate record of this for us, resulting in a time saving across our entire workforce.

Being able to monitor the conduct of our drivers whilst they are out on the road representing our business is important to us. We keep a close watch on their speed and have the peace of mind that they have arrived at their appointment safely and on time.

Sometimes customer appointments can slightly overrun or our sales representative may hit some unexpected slow moving traffic. The RAM Tracking platform allows us to anticipate that they may be late to their next appointment; therefore we can contact the customer and politely inform them of this. This enhances the service we provide and portrays a professional and efficient business image.

Visiting our customers on a regular basis is part of the service standard we strive to offer. Using RAM I can run a report on a specific customer address and monitor the number of visits they have received over a given timeframe, ensuring my team meet the service standards promised.

The RAM platform allows us to import our customer locations, meaning we can quickly view which customers we have in a given area. RAM even imported all our locations in for us! The RAM team provide excellent customer support and we couldn’t be happier with the product or service.



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