



How BP's partnership with MileageCount drives more valuable customer relationships

Fuel giant BP chose MileageCount as the best value mileage capture and reporting solution to offer to customers. See how saving them time, money, and worry also proved valuable for their business.

“MileageCount drives innovation and supports our customers with the pressures and complexities of managing a fleet of vehicles.”

Overview

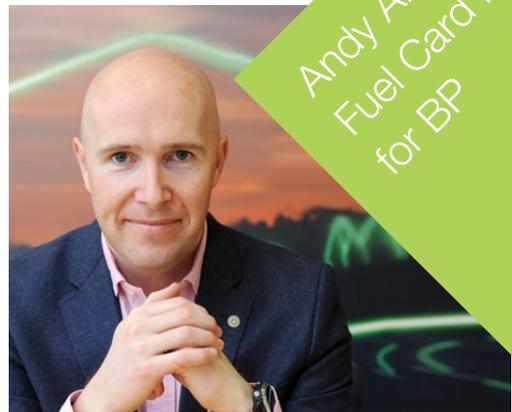
In 2015, BP sought to advance its fuel card offer by enabling its customers to capture, manage, and report on their private and business mileage accurately, quickly, and easily.

After intensive evaluation of several potential solutions, BP chose to partner with MileageCount from fleet management specialists Fuel Card Services – part of a FTSE 100 group.

Using innovative GPS technology, BP's MileageCount-powered solution can record every journey with start and finish points accurate to within a few metres due to elimination of satellite latency – setting it apart from other products in the market.

MileageCount's software automatically records every mile, then intuitively categories the data, saving hours of time for drivers and fleet managers, and helping to meet HMRC guidelines.

Andy Allen is UK Fuel Card Manager for BP



The challenge

BP supports over 450,000 fuel cardholders in the UK. Many of the companies to which they belong mix business and personal mileage, operating a “grey” area of vehicle usage which is harder and more-time consuming to track

Their challenge is one faced by every business: drivers and fleet managers simply do not always have the time, means, or diligence to record, distinguish, and report every mile driven accurately every time. This can lead to excess mileage claims which are expensive and do not meet reporting standards.

BP acknowledge that not every solution needs to be managed in-house, and it is often more cost-effective to work with specialists. They sought a single supplier with one simple system that would enable them to offer customers an integrated solution to their mileage claim challenges.

Choosing MileageCount

Andy Allen is UK Fuel Card Manager for BP. He looks after the sales team, including customers that BP manage directly, and relationships with distributors. Andy recalls that, “MileageCount stood out for BP not just because it’s powerful, accurate and highly cost-effective, but because it’s extremely straightforward for both drivers and managers to use.”

“Our partnership with MileageCount is a win-win-win situation: it’s great for us as a customer offer, great for the company who’s buying the solution, and it’s great for drivers who can save weeks’ worth of work not having to key mileage information into their expenses platform.”

Better for drivers

Andy has been hands-on with the MileageCount solution since he joined, and hears first-hand from customers how well the system works for them and the benefits it provides.

“As a frequent traveller, I can relate to the challenges that drivers face. Having to record the mileage you’re racking up in your vehicle and having to draw out that data to integrate into an expense system just takes forever. Being able to automate most of that is one of the biggest things that BP customers see a benefit in. And then being able to import data files directly into existing expenses systems cuts down on admin even further.”

Better than telematics

“Many companies go down the Telematics route for mileage recording which is fine”, says Andy, “if those vehicles are only being used for business. The reality is that most vehicles are used for both business and personal trips. People don’t want to put a full telematics solution in place because they understandably don’t wish to share details of where they drive in their own time.”

Better for business

“Control of spend is massively important for our customers,” says Andy, “and that’s where MileageCount really helps.”

“If you think about the cost of each employee today, and operating 100s of vehicles – it all adds up. Automation, freeing people up to do their day job rather than stick expenses in a system, and reducing claim errors is extremely valuable.”

And better for tax

“Not only is MileageCount’s solution easy to implement and gives our customers better control over their mileage costs, but it provides them with more tax-efficient means of running driver schemes and helps meet HMRC reporting guidelines – which can be extremely costly if they were investigated and got it wrong.”

The advantages of partnering soon add up

MileageCount is available as a ‘white label’ solution, allowing you to apply your own branding to it – just as BP and others are doing for their own customers. Enhance your customer offer, with increased revenue and greater loyalty, as a MileageCount partner.

- Attract new customers with a differentiated offer
- Lock-in existing customers, using additional services that make it harder to leave
- Earn recurring additional revenue from every customer

“MileageCount is more unobtrusive for drivers because it allows them some control over the information they send on to their employer.”