



## **Some 41% of fleet managers would not switch to another fuel card provider if they were offered a better price**

*Research and Markets have announced the addition of the eFuel cards and fleet solutions report to their offering.*

([PRWEB](#)) December 6, 2003 -- As fleet managers switch on to the possibility of online reporting, fuel card providers need to make sure they are one step ahead or they stand to lose significant market share by the end of 2004. Many are making the move, but need to consolidate the offering they have before moving on. This report provides simple guidelines to aid customer satisfaction with less investment.

### Scope

Survey of 100 managers of fleets and commercial road vehicles across 7 countries in Europe.

Survey of senior fuel card executives from leading oil companies and fuel card companies in Europe.

The survey included fleet managers responsible for a wide range of fleet types and sizes, ranging from 10 vehicles through to over 10,000.

### Report Highlights

Some 41% of fleet managers would not switch to another fuel card provider if they were offered a better price, but did not have an online offering and, of those that would leave, 38% of them would need a saving of 6% or above.

Some 20% of the reporting functions are never used by the majority of customers and there is no need for major additional monetary investment, simply time and care to realize what the customer wants. In many cases customers would be happy with a limited service with the option to take more, even if they have to pay for it.

End users want to feel they are getting value from a service. Less than 20% of all customers said that the online offering had had a major impact on any aspect of their job, with only 3% believing it has had a major impact to help identify the causes of increased fuel costs, yet all feel there is great potential for using online information.

This report is designed to:

Improve customer satisfaction in your online offering by identifying customers' key needs and addressing problem areas.

Focus online investments on services most valued by customers.

Improve customer acquisition and retention rates, by creating the right core offering with flexible additional services.



For a complete index of this report click on <http://www.researchandmarkets.com/reports/41460>

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