

Fleet Administrator Survey

**Attitudes and Opinions of Fleet Administrators
on the Value of an Online Knowledgebase on
Advanced Fleet Technologies**

**Prepared for:
FleetWiki**

Fleet Administrator Survey Letter

The following email was sent to fleet administrators asking them to participate in a brief survey administered through SurveyMonkey.

Subject: Brief survey: How Fleet Operators Reduce Vehicle Fuel Cost

Dear Fleet Administrator,

A major national fleet trade association wants to know what fleet operators like you would like to see in a new website focused on environmentally friendly technologies that reduce fuel cost and improve driver safety.

This 2-minute online survey is being conducted by Havill & Company, a management consulting firm with a 20 year track record of providing market research to the transportation industry. As a way of saying thanks, you will receive free access to the new LeanGreenFleet website.

To take the brief 10-question survey, click the link below:

<https://www.surveymonkey.com/s/J6BK9ZL>

Thank you for your interest,

The Havill & Company Consulting Team

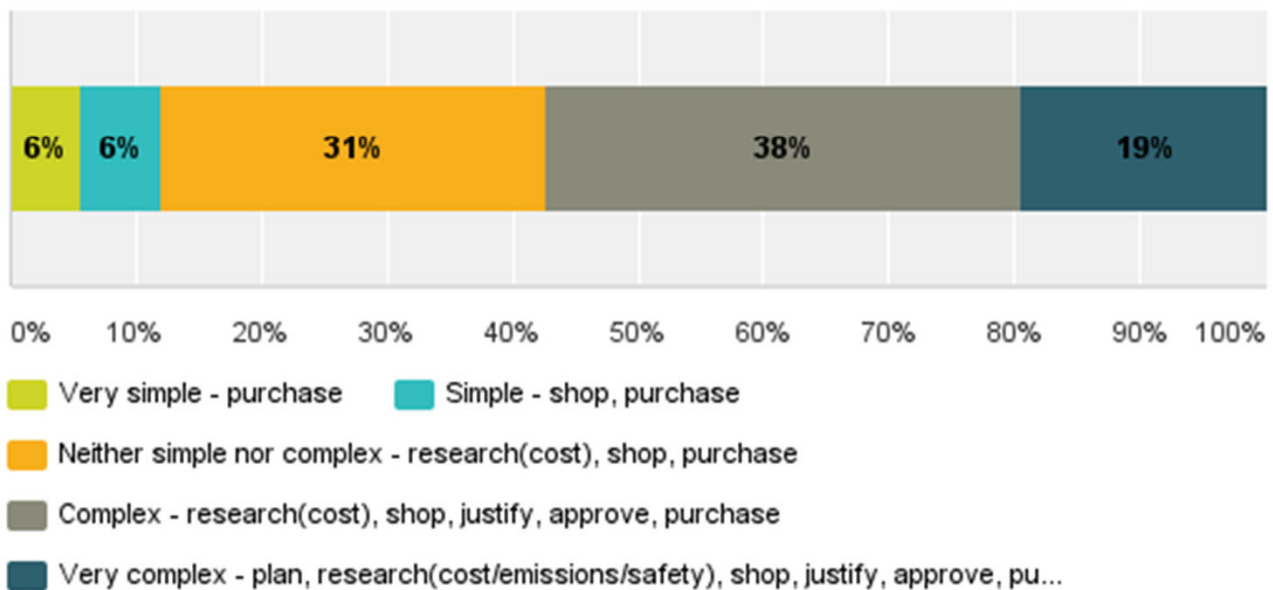
HAVILL
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Complexity of Upgrade - Replacement

Q1 When you are making the decision to upgrade or replace vehicles in your fleet, what activities are involved and how would you describe the process you go through?

Answered: 108 Skipped: 2

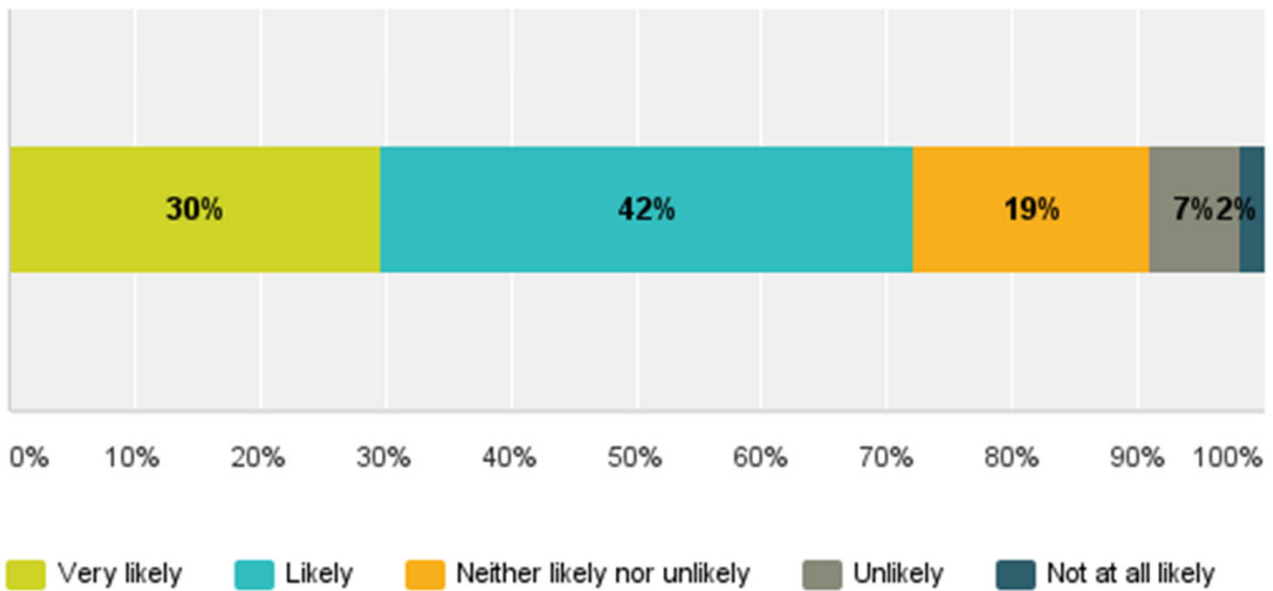


- ❑ 57% of fleets describe their vehicle decision process as complex or very complex

Would You Use an Online Knowledgebase

Q2 If you had access to a comprehensive online knowledgebase that provided one location where you could find the information you needed to make vehicle upgrade and replacement decisions, how likely would you be to use it?

Answered: 111 Skipped: 0

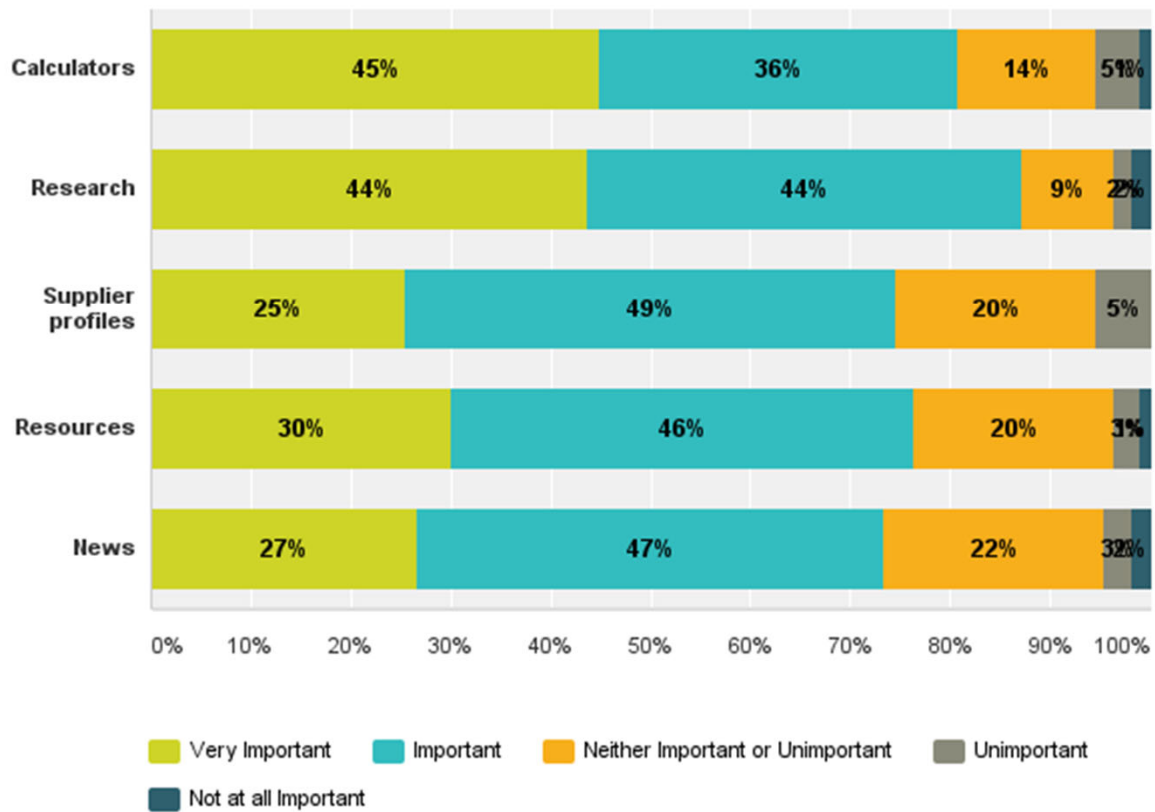


- 72% said they would be likely or very likely to use a one-stop online knowledgebase

Which Knowledgebase Features are Important

Q3 How important would it be that an online fleet technology knowledgebase contains each of these features?

Answered: 110 Skipped: 1

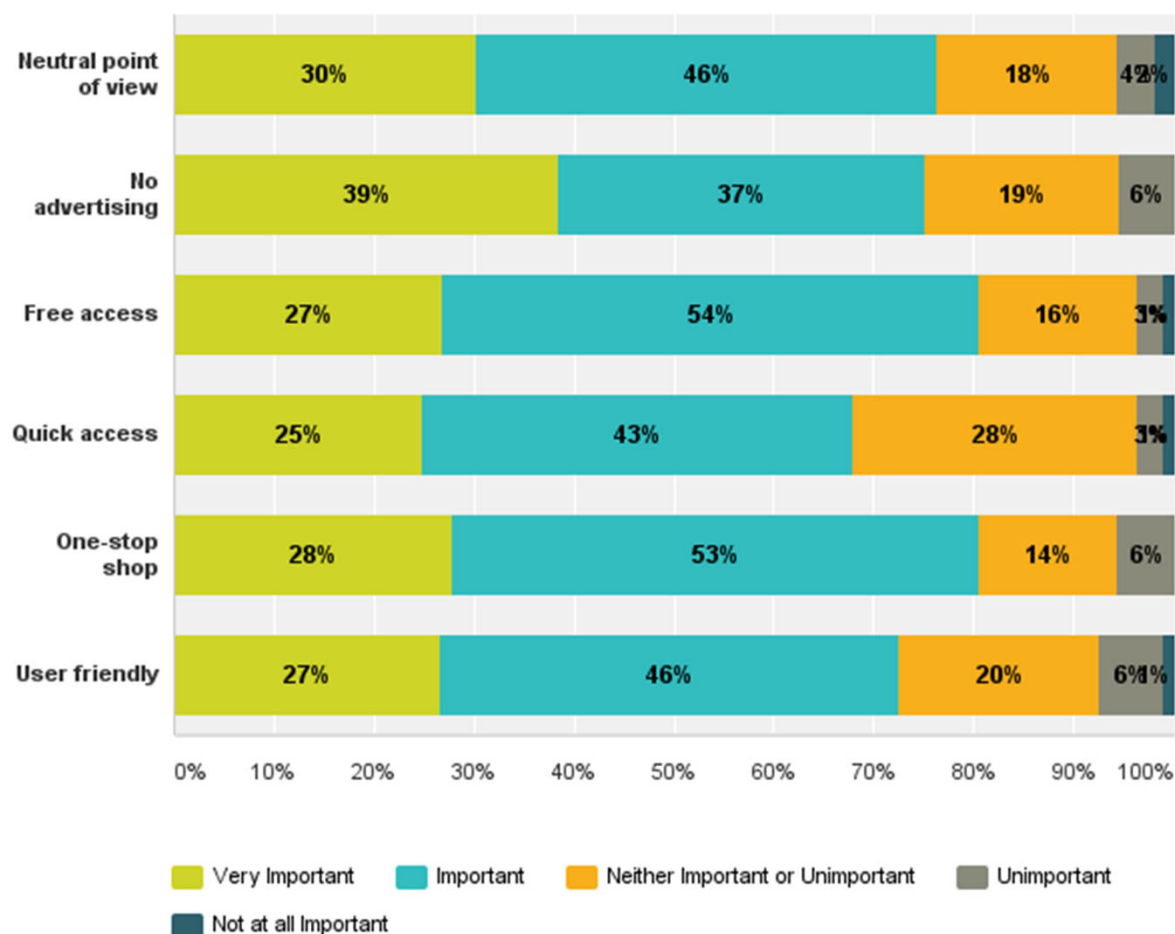


- 45% said calculators were very important followed by research at 44%

Which Design Features are Important

Q4 How important are these design features?

Answered: 109 Skipped: 2



- 39% said no advertising was very important followed by neutral point of view at 30%
- 81% said free access and one-stop shop were important or very important

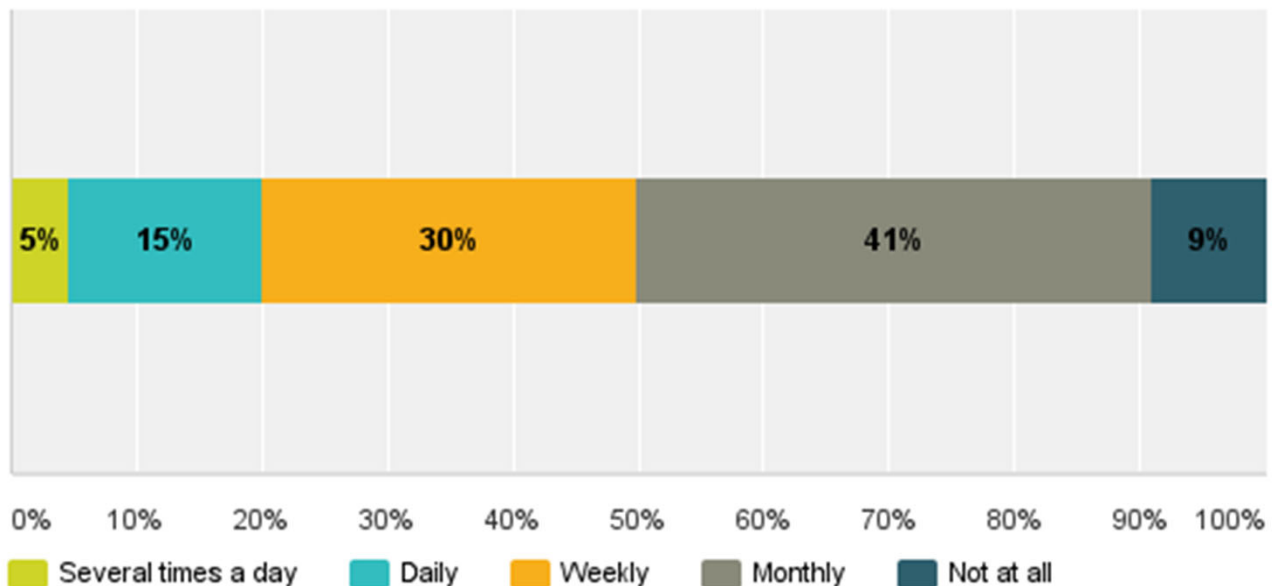
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[http:// www.LeanGreenFleet.com](http://www.LeanGreenFleet.com)

How Frequently Would You Visit the Website

Q5 How frequently do you think you would visit a website like the one described?

Answered: 110 Skipped: 1

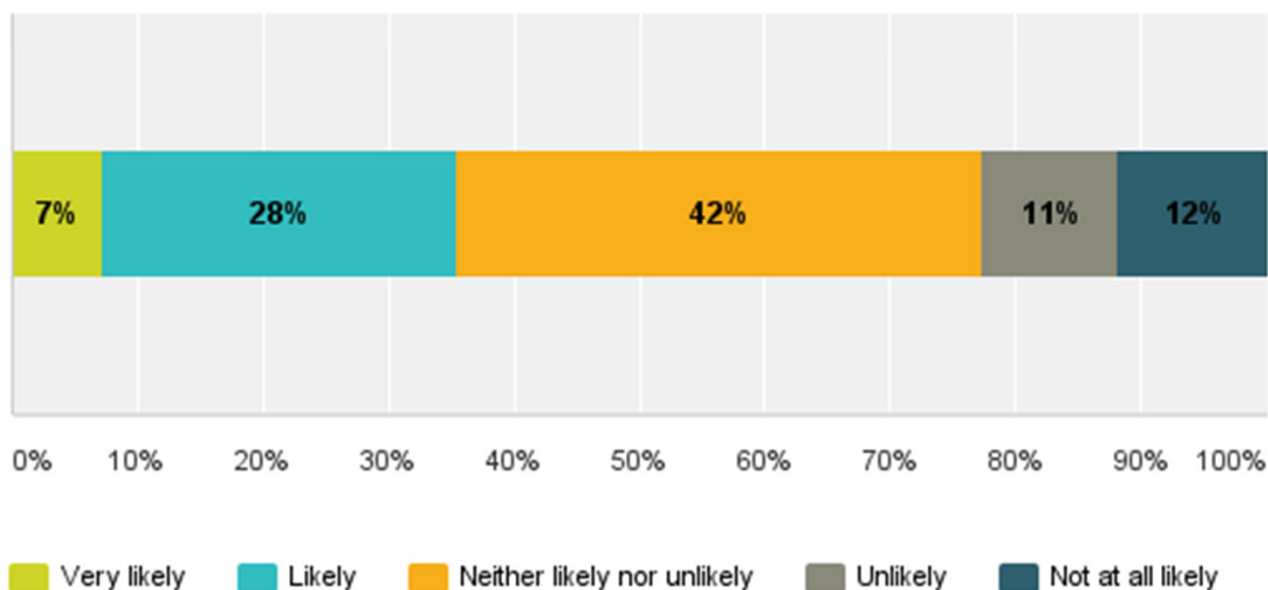


- Half of the respondents surveyed said they would visit the website weekly, daily, or several times a day

How Likely Would You Be to Invite a Colleague

Q7 The website does not advertise. Instead, an advocate program has been set up to reward fleet administrators with free access to premium services when they invite colleagues to join. How likely would you be to invite your suppliers and fellow fleet administrators to join?

Answered: 110 Skipped: 1



- ❑ 35% would likely or very likely invite a colleague to join
- ❑ The median fleet size among respondents was 24 vehicles

Fleet Administrator Comments

- MPG tips section
- A lot of "GREEN" products are extremely expensive so a cost comparison between the normal products and the "Green" alternative would be good as well as some kind of estimate of the effect on over all life of the product.
- An Unbiased website would be great – I would not want to pay for this information. I would do my own research instead of paying for it.
- Fueling locations by area, zip code or other to be able to see where the different types of green fuels are available. I know of only 1 site that has this information now and as the trend continues, I know that there will be more locations added.
- Be as precise and accurate as possible with NO leaning toward one brand or product.
- Have unique information. There are so many sources of data that can be obtained for free. Do hands on testing and share data.
- NEED IT NOW
- CNG
- Offer discounts to users or rebates.
- Don't ask us to promote it for you, if it is good we will. It should not be a condition or term stated before hand.
- Keep it simple and user friendly.
- I'm not into "green". I'm into practical. What works for me. It makes no sense to me to spend money on "green" and it spends half the time in the shop. I have older pre emissions trucks that get 7 mpg. And no down time in the shop.
- I would not refer colleague until I had an opportunity to use and evaluate your system myself.
- Give us info we need, not political banter and advertisements.

Fleet Administrator Comments

- Introduce hybrid, electric, or conversion technology for delivery vehicles (step vans and box trucks)
- Especially interested in CARB compliance and Smartway technologies.
- My access would only be at the time of purchase. Since my purchases are infrequent I would not pay for a premium service.
- How to fix the current problems with the new engines, my company owns, Cummins Paccar and Detroit and there all causing a great deal of extra down time in our fleet. Engine manufactures need to fix the current problems before I add any more new engines to my fleet.
- This should be for the purchaser. It should be paid for by advertising.
- Make it simple and to the point
- Don't over complicate it. Keep it as user friendly as possible.
- The biggest concern I have with new websites like you are looking to build is that the accuracy of the information is often in question. If I am looking for facts to base a decision on, I am not looking for someone's opinion, I am looking for easily verifiable fact.
- Don't know, haven't seen the website yet.
- We currently have 10 CNG truck in our fleet and plan to convert all of our fleet in the 3 years. We just order 15 more.
- Customization would be very helpful. Email preferences, what info you get, etc. Inviting colleagues would be dependent on whether they would get multiple advertisements. It annoys the heck out of us when someone recommends something that we ultimately don't want, but then can't get them to stop sending us stuff.