

HONK & Sewell Fleet Management



Delivering Concierge-level Roadside Assistance Minimizing Fleet Downtime While Increasing Customer Satisfaction

SEWELL | FLEET MANAGEMENT

“The HONK team's thorough approach to the discovery process and its willingness to commit to a custom solution, rapid implementation, and high level of customer service all factored into our decision to partner with HONK.”

Aaron Wolfe,
Operations Manager,
Sewell Fleet Management

Client Website:
www.sewellfleetmanagement.com

Industry:
Fleet Management Services

Overview

Sewell Fleet Management provides an innovative, intuitive and transparent approach to fleet management backed by over 100 years of automotive experience. Since the launch of its fleet management platform, the company's client base has grown and become more diverse. Sewell needed to find a new roadside assistance partner who had expertise in multiple fleet categories, maintained a high-performing Service Provider network, and offered an intuitive digital solution for their customers.

The Solution

For fleet management companies, minimizing a vehicle's downtime is vital. When a vehicle is inoperable, deliveries are delayed and issues further down the chain can arise resulting in unhappy customers. For a company committed to exceptional customer experiences, long wait times to restore a vehicle's mobility is not an option. The HONK solution created a concierge-level customer experience by delivering industry-leading estimated arrival times to Sewell clients. Through HONK's proximity-based dispatching algorithm, Sewell is able to maximize up-time and get fleet vehicles back on the road quickly and safely.

The Results



Close to 30 minute arrival times across most major US cities



Maximized up-time that keeps Sewell clients productive and on the road



Proactive communications during roadside events ensures clients are kept up-to-date, leading to higher satisfaction rates

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"How we handle our customers' needs during stressful events defines our brand. Emergency roadside needs are some of the most stressful events our clients experience and how we react to these events is crucial to our continued success."

Aaron Wolfe,
Operations Manager,
Sewell Fleet Management

Once a service is requested, HONK's proactive customer communications system keeps Sewell clients in-the-know by providing them with real-time updates and information throughout the course of their roadside service. This elevated level of roadside service allows Sewell to offer their clients the best possible level of service they want to be known for and that lives up to their brand promise.

How It Works

When a Sewell client's vehicle breaks down, they quickly and easily request help by calling a toll-free number and providing their disablement information. HONK's proprietary dispatching algorithm finds the best-suited provider for that service, based on their truck's proximity to the disablement location, availability, and customer service score.

The HONK solution also offers powerful reporting tools with full data transparency into real-time performance analytics, service requests, customer ratings, and comments. This provides Sewell with up-to-the-minute information on every job. This increased level of transparency enables Sewell to enhance client satisfaction, reduce roadside event complaints, and improve Net Promoter Scores for their roadside program. HONK's scalable and customizable roadside assistance program makes sure that Sewell's fleet is back on the road quickly and easily when breakdowns happen.

About Sewell Fleet Management

Sewell Fleet Management provides fleet companies transparent tools and services that make managing a fleet easier than ever. Launched in 2018, Sewell Fleet Management is one of the fastest growing companies under the Sewell umbrella.