

How to Sell Employees on Mobility

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Mobility can be a challenging prospect for fleet managers, but it should be an easy sell for employees. Learn how mobility generates new benefits for those employees who put a premium on money, time, freedom and sustainability.

Fleets worldwide have begun to embrace the concept of mobility. Rather than rely on a traditional model, such as assigning a company car to each employee or reimbursing them for the use of their own vehicle for business miles, mobility promises the ultimate in flexibility and efficiency by providing employees with a monthly “mobility budget” they can use however they wish.

By allowing employees to cash out whatever part of their budget is left over at the end of each month or put it toward other company benefits, mobility promotes and encourages sustainable travel for all employees — not just those who would typically be assigned a company car.

For the fleet decision maker, the shift toward “mobility management” requires a number of new skills and processes, and could require new partnerships with technology providers that specialize in fleet mobility. It also requires them to “sell” employees on the concept. Luckily, mobility offers a number of benefits employees are very likely to embrace.

1. More Time

Mobility can enhance productivity by incentivizing employees to choose the fastest possible mode of transport, freeing up more hours for work or relaxation. They may also choose to travel by train or bus rather than by car, creating new opportunities to do work or catch up on texts or email while in transit.

2. More Freedom

A monthly mobility budget can pay for more than travel from Point A to Point B. Employees may choose to reduce the amount of money they spend on cars, planes and trains in order to spend more on hotel rooms, meals, entertainment and gifts.

3. More Green

Fueling and maintaining a fleet of personal vehicles — whether or not it is company-owned — is not the most efficient fleet-management model, particularly when those vehicles are only in use for a fraction of the time. Flying out of town for a meeting, for example, burns jet fuel that could be saved by teleconferencing. Employees of companies that embrace mobility can take charge of their own carbon footprint, reducing travel where possible and choosing the most sustainable transportation option available.

Mobility presents a host of new challenges for fleets, but it should be an easy sell for cash- and eco-conscious drivers. The road to a true new mobility package is still quite far away as the traditional compensation and benefits models needs to be re assessed. To learn more about the changing face of fleet management, contact the fleet experts at ALD Automotive.

Interested in learning more about changing mobility services? Find out more in our dedicated White Paper [“Innovation in Mobility Services”](#)

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