



Ford Pro[™] Fleet Management Services: Fleet Administration

We'll Handle the Busy Work

Running a business means managing a lot of tasks, big and small. Fleet Administration¹ from Ford Pro™ Fleet Management Services is designed to **handle daily fleet management tasks for you**, with no leasing or financing requirement to use any of these services. Choose the tier of service that works for you, and our professionals will meet with you to help create a Fleet Administration plan **designed for your business**. Once you're enrolled, you'll be able to regularly meet with a Ford Pro Representative to help with admin issues, with more involvement and custom reporting at higher tiers, so you can focus on more pressing business matters.

1. Subscription required. See Ford Pro representative or Ford dealer for details. Terms and conditions apply.



What Can Fleet Administration Do For Me?

► **Compliance & Cost Management**

Conduct a monthly review of open recalls to ensure the vehicle's maintenance status remains current and compliant. To assist in calculating the cost of ownership per unit, the fleet administrator will upload relevant data, including lease payments, fees, tolls and other associated expenses.

► **Fleet Management & Support**

Develop appropriate dashboards within the Ford Pro™ fleet management software to meet customer metric needs. Additional training is available to support onboarding of new locations, new hires, and ad hoc requests.

► **Fuel Data & Fraud Monitoring**

Proactively monitor potential fuel fraud (over capacity, fuel type) and stay current on the unassigned fuel card report.

► **Inventory & Driver Management**

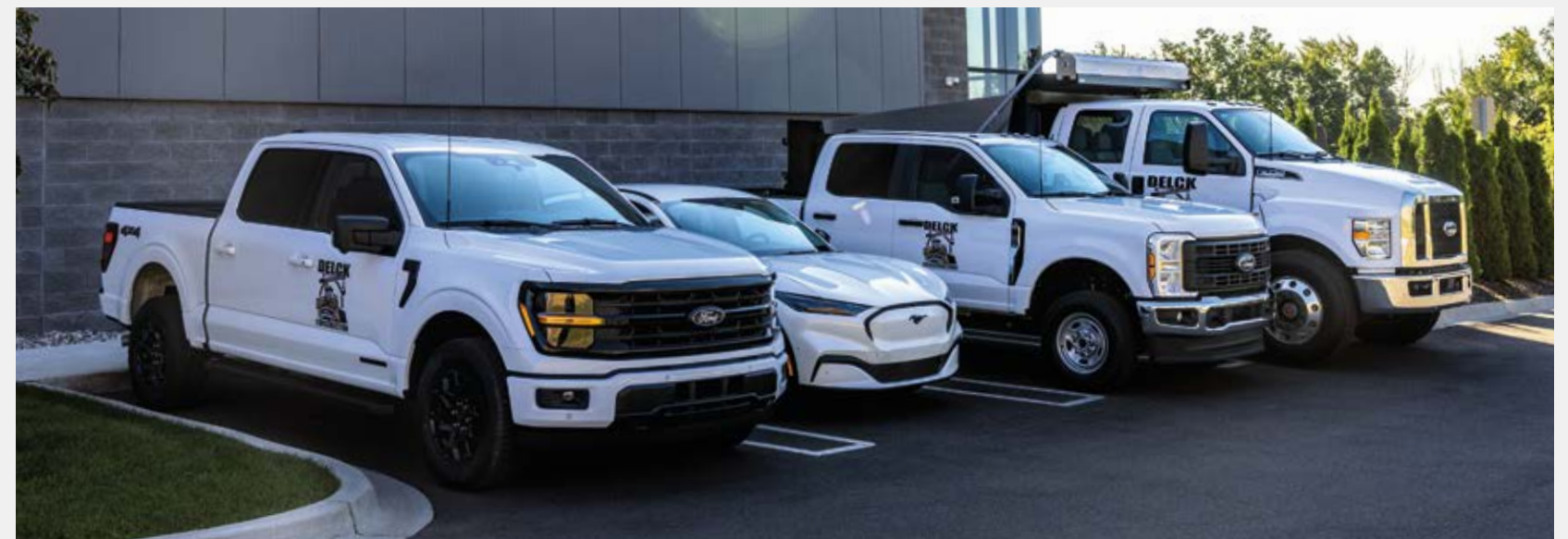
Execute day-to-day tactical requests from the dedicated Fleet Administration email box (driver add/terminations, maintenance submissions, plate changes, fleet management updates and access, billing questions). We will carefully review all incoming requests and route them to the appropriate departments for resolution.

► **Reporting & Request Management**

Work directly with customers to analyze fleet and set up reporting. Create reports to support customer needs (Inspection Report, Renewal Report, Work Orders, Compliance %). The fleet administrators utilize a designated vanity email for all Fleet Administration requests, monitored by the Fleet Admin team – ensuring a robust backup system for uninterrupted support.

► **Vehicle Transfers & Repair Limits**

Submit and manage move requests on behalf of clients, coordinating with all relevant stakeholders to ensure timely and accurate processing. Work with clients and maintenance team to define maintenance spending levels as well as exceptions/approvals.



Fleet Administration¹ Tiers

Tier 1 – Fleet Admin Essentials

Ideal for managing the accuracy of the fleet’s data environment. This entry-level tier is designed for fleets that need help with data entry and basic troubleshooting. It is primarily reactive and administrative.

Tier 1 Tasks Include:

- ▶ **Issue Resolution:** Acting as a representative to fix specific problems as they arise.
- ▶ **Data Management:** Handling the manual upload of VINs and driver data to ensure the system is up to date.
- ▶ **Data Validation:** Ensuring that the information within the Ford Pro™ system is accurate and formatted correctly.

Tier 2 – Fleet Admin Pro

Ideal for fleets in need of administrative help to optimize operations, gain deeper control and drive greater efficiency and cost savings. Tier 2 shifts simple data management into active fleet oversight.

Tier 2 Tasks Include:

- ▶ **All Tier 1 Tasks**
- ▶ **Reporting:** Includes up to 5 custom reports to track specific Key Performance Indicators (KPI).
- ▶ **Proactive Management:** Instead of waiting for issues, the admin sends service reminders and manages “life of vehicle” events.
- ▶ **Communications:** Build Ford Pro specific program communications for the Fleet Manager to deliver.
- ▶ **Tactical Execution:** Handling day-to-day requests and managing ancillary services like roadside assistance, glass repair, and rental vehicle coordination.
- ▶ **Limited Consulting:** Provides basic strategic advice regarding fleet health and resale values.

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Fleet Administration¹ Tiers (cont.)

Tier 3 – Fleet Admin Premium

Ideal for strategic optimization and full-scale communication management. The most comprehensive level of this service, effectively serving as an extension of your internal team. It moves beyond tactical management into high-level strategy and document digitization.

Tier 3 Tasks Include:

- ▶ **All Tier 2 Tasks**
- ▶ **Full Strategic Consulting:** Access to the specialized Ford Pro™ Consulting Group for deep-dive fleet optimization, rather than just limited advice.
- ▶ **Advanced Reporting:** Removes the “5 report” limit found in Tier 2, allowing for unlimited or highly complex custom reporting.
- ▶ **Communication Design:** Not just sending emails but building the actual templates and managing the entire communication strategy for the customer.
- ▶ **Document Indexing:** A significant administrative addition where the team scans and indexes fleet documents, moving toward a paperless, fully organized digital record system.

Fleet Manager Services

Ideal for fleets seeking a complete, hands-off management solution, allowing them to focus entirely on their core business. This is a fully managed solution for your fleet, offering comprehensive administrative relief, strategic planning, and project management.

Services Include:

- ▶ **All Tier 3 Tasks**
- ▶ **Manage Driver Communications**
- ▶ **Develop Reporting:** Work directly with customer to analyze fleet and set up reporting.
- ▶ **Billing Review:** Review billing as well as adjustments and provide resolution where needed.
- ▶ **Build Communication/Email Templates and Manage Communications:** We design and manage all fleet-related communications, ensuring consistent and professional interactions with your drivers and stakeholders.
- ▶ **Manage Vehicle Replacement Cycles:** Develop and implement a comprehensive vehicle replacement policy based on Total Cost of Ownership (TCO), transitioning the fleet from a reactive “run to fail” model to a proactive lifecycle strategy.

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Let's Get to Work

Ready to make the most out of your Ford Pro™ Intelligence products? Help your business gain a competitive edge and **let us handle the busy work.**

If you don't already have it set up, you can get access to **Fleet Administration** by:

- ▶ Contacting your **Ford Pro Representative**
- ▶ If you don't have a Ford Pro Representative, call **1-800-34-FLEET** (1-800-343-5338) to get started

Click below to schedule a demo for this, and other Ford Pro Fleet Management products.

Schedule a Demo



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