

## Case Study: Family-run Parcel Distribution Business

Northgate helps a family-run parcel distribution business boost the operational efficiency of their growing fleet.

### The Challenge

Business was thriving but there were problems around vehicle availability. With rapid growth and the predictable fluctuations of seasonal demand, the fleet's size had to be able to scale up and down quickly to maintain strong service levels whilst also being cost-effective. The difficulty was in finding a reliable, long-term solution that offered the flexibility to add and remove vans in short windows of time.

There was also the fact that minimising downtime was essential, in terms of reducing cost and protecting the brand's reputation against the fallout from missed deliveries. Brand image needed to be further maintained through professionally liveried vehicles, especially with the visibility that comes from a large fleet working across the UK.

### The Solution

Our flexible hire option enables the business to flex the size of their fleet according to demand. In being able to add and remove vehicles quickly, they can ensure the fleet is running at the optimum size for cost-effectiveness whilst ensuring their service levels remain high.

Downtime is kept to a minimum with maintenance and servicing included, 24/7 breakdown cover, replacement vehicles at no extra cost, mobile technicians, and onsite repairs. We are committed to ensuring that no vehicle is out of action for more than two hours without repair or replacement. The business can depend on us as vehicle supplier, and this means they can focus on delivering an exceptional service for their customers.

No compromises were made with customisation and personalisation either. Each van was liveried with custom graphics and decals to help the business maintain its professional image.

### The Results

Northgate has become a close partner and has been described as an integral part of business operations. Our UK-wide locations work in synergy with parcel distribution centres across the nation to ensure any commercial vehicle needs are always fulfilled.

“Northgate enables [us] to maintain [our] no cost vehicle maintenance by providing no downtime with hassle-free onsite servicing. I am particularly happy with constant new vehicle replacements to ensure the fleet stays younger and greener.”

**National Fleet & Operations Manager**

