



CASE STUDY

**FROM IDLE TO IMPACT:
BOOSTING ASSET UTILIZATION BY 31%**





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Fleet Team, a brand-agnostic fleet management and consulting company, partnered with a nationwide organization operating across **67 locations** with a total fleet of **1,132 material handling assets**. The organization's operations team, along with senior financial stakeholders, sought to address escalating costs tied to underperforming fleet assets. Despite a large equipment base, data revealed a significant portion of their vehicles were either rarely used or completely idle, driving unnecessary lease and ownership expenses.

The customer's primary objective was to right-size the fleet, increase asset utilization, and reduce financial waste without compromising operations. This effort was especially critical in the context of rising lease rates and growing pressure to improve capital efficiency across all sites.

The material handling industry, especially for multi-location enterprises, faces ongoing pressure to balance equipment availability with cost control. Inefficient fleet allocation often leads to a bloated asset base that burdens operating budgets. Fleet Team was engaged to solve this exact problem with a data-informed, consultative approach. was designed to shine a light on these cost drivers and empower clients to make smarter, data-informed decisions.



67
LOCATIONS



1,132
MATERIAL HANDLING ASSETS

1 THE PROBLEM

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The client faced an urgent issue: low asset utilization across its fleet. Internal audits revealed that many vehicles were operating far below optimal usage levels, or not being used at all. Despite minimal operational value, the organization continued to pay significant lease fees and maintenance costs for idle equipment.

Key stakeholders included:

- Regional Operations Directors
- Corporate Finance Leadership
- On-site Facility Managers

The issue was widespread across the client's 67 locations, making it difficult for internal teams to track usage patterns and take corrective action. Without a centralized fleet management strategy, underutilized assets accumulated, driving up costs and impeding efficiency goals.

To address this, the client initiated an engagement with Fleet Team, seeking a long-term solution that would fit within their operational structure and ensure minimal disruption.



2 ANALYSIS OF ALTERNATIVES

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Before engaging Fleet Team, the client explored internal reallocation strategies and considered several vendor-led equipment trade-in programs. However, none offered the holistic visibility or cross-location coordination necessary to drive sustainable improvement.

Fleet Team conducted a thorough data collection and benchmarking process, then presented a comprehensive business case comparing the cost of maintaining underused assets vs. downsizing the fleet strategically.

The client ultimately selected Fleet Team due to:

- Brand-agnostic objectivity
- Deep expertise in fleet lifecycle consulting
- Ability to execute across a multi-site footprint with phased precision

3 RECOMMENDED SOLUTION

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Fleet Team recommended a phased fleet optimization initiative centered around four pillars:

1 Data Collection & Analysis

Telematics and usage data were compiled across all 67 locations to determine which assets were underperforming.

2 Strategic Fleet Reduction

Based on findings, Fleet Team identified specific assets for removal. These were either reallocated, sold, or returned, depending on site needs and cost scenarios.

3 Optimized Fleet Allocation

Remaining equipment was strategically repositioned to better match demand at each facility.

4 Phased Execution

The strategy was implemented over a three-year period, allowing for ongoing measurement, refinement, and operational continuity.



4 IMPLEMENTATION

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Implementation took place over the course of three years, allowing for continuous feedback and adjustment. Each quarter, Fleet Team delivered performance dashboards to measure utilization rates and cost improvements.

Challenges included:

- Limited buy-in from some site managers concerned about losing equipment
- Variability in reporting systems across locations

Fleet Team addressed these by:



Holding monthly alignment calls with regional leaders



Creating a standardized reporting framework for asset use



Providing training and guidance on operational impacts of right-sizing

The outcomes were substantial and quantifiable:

Metric	Before	After	Improvement
Asset Utilization	27%	58%	+31 percentage points
Total Fleet Size	1,132	1,052	-7% reduction
Cost Impact	Significant lease and ownership cost savings		

Key stakeholder benefits:



Finance: Reduced capital tied to low-performing assets



Operations: Higher availability of actively used equipment



Executives: Improved alignment between fleet cost and value

The initiative successfully eliminated waste, maximized existing resources, and established a fleet strategy built on real-time data and performance.





CONCLUSION

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Fleet Team's data-driven methodology and hands-on consulting helped a complex, multi-site client significantly improve fleet efficiency. Over a three-year period, the organization:

- **Increased utilization by 31 percentage points**
- **Reduced fleet size by 7%**
- **Achieved measurable cost savings across lease and ownership categories**

This case study underscores the value of combining analytics, strategy, and execution to unlock the hidden potential in fleet operations.

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