



# The fleet manager: Smartfleet

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Managing over 70,000 vehicles for more than 400 organisations, Smartfleet is one of Australia's largest fleet managers. There is a significant impact in reducing carbon emissions with so many vehicles under management transitioning to electric vehicles (EVs).

While Australia has been slow to adopt EVs, Smartgroup's General Manager, Fleet and Supply Chain, Shamim Yasin said recent changes in policies and incentives, infrastructure, supply and costs are helping to drive EV take-up.

“With more EVs entering the market and the cost of production and battery technologies coming down, EVs are becoming increasingly accessible and more popular than ever.”

“As a leading Australian novated lease and fleet management provider, Smartgroup has been supporting clients in their transition to EVs over the past 18 months, liaising with manufacturers, charging infrastructure providers, and Chargefox to then bring together information needed to manage these vehicles.

“Sustainability is an integral part of our business,

and we're doing what we can to support our clients and customers to make sustainable choices, and help transition them to EVs,” he said.

Smartfleet is Smartgroup's fleet management arm and it recently delved deeper with its clients to better understand their existing mobility requirements and identify areas of efficiency to achieve desired outcomes across cost, safety, and sustainability, and ultimately support their ESG goals.

“Based on our conversations and surveys with our clients, we're pleased to hear that all of them understand the transition underway in the energy market and transport segment. They've all expressed that they want to be involved and that they are at different stages in the journey,” Shamim said.

“In our EV survey, about half of respondents confirmed they have a formal sustainability strategy or environmental policy (potentially including net zero targets). On top of this, 86% of respondents told us they've already considered adding all types of EVs to their current fleet, or as part of their broader sustainability strategy.”



Smartfleet also asked what EV topic interested their clients the most. Top of the list was charging technology, while whole of life costs came second. Many clients selected all the topics offered, which Shamim said highlights their desire to learn more and make the right decisions for their sustainability strategy (and their bottom line).

Knowing that charging can be a large barrier to taking up an EV fleet, Smartfleet identified early on that Chargefox would play an important role in supporting its clients.

“Our focus is to make transitioning to an EV simple and easy, so partnering with a reputable charging partner, like Chargefox, that has the infrastructure to support our national client base is important.

“Their charger management service allows usage data to be conveniently captured whether it’s happening on-site premises or at home.

“Another benefit is that their RFID card allows charging on-site, at home and on the extensive public network. The Chargefox portal then collates these details for Smartfleet to extract the data. It is a smooth experience both for our clients and for our team members,” Shamim said.

We also work closely with our clients to understand

where they are on their journey and provide a tailored solution that takes into account costs, efficiencies and timings,” Shamim said.

Chargefox is a key partner to Smartfleet in supporting this journey.

“Chargefox provides us with access to the largest network of public charging locations via their RFID cards and they also assist us with charger management for charging hardware at client locations (with a single source to capture and record all usage).

“Data is essential to any transition, and it is a huge benefit that Chargefox can easily provide this to our fleet managers to then analyse and help us improve our service offering to our clients,” Shamim said.

A key takeaway from Smartfleet’s research was that several clients are feeling overwhelmed about how to get started and many survey respondents also said that they didn’t have all the details they need or a charging plan yet, showing that a transition process takes some effort to get right.

“By providing detailed transition plans tailored to individual clients, we can help make a seamless switch to EVs, and Chargefox is a vital component of that transition,” Shamim said.



**CHARGEFOX**