

A Zipcar Casestudy

How Zipcar helped LOVESPACE to improve their service while maintaining low prices

1 The challenge

LOVESPACE is a door to door pick-up and delivery storage company. They pride themselves on offering exceptional levels of customer service and always being available when needed, even at short notice. The company offers next day collection from anywhere on the British mainland. Inevitably this means they have to be extremely flexible because demand can fluctuate on a daily basis and there are clear seasonal variances too. To keep costs low, LOVESPACE were considering vehicle leasing. However, leasing requires long-term commitment and what they were really looking for was a fully scalable solution that was available at short notice.

2 The solution



Car clubs are the best solution for companies with fluctuating demand and a need to supply customers at a moment's notice. This was the obvious choice for LOVESPACE because they could hire vehicles for as long as needed and when business demand increased above the capacity of their existing resources. For a low hourly rate, Zipcar met these requirements. They have a range of vehicles placed around London so LOVESPACE employees could pick them up at a location most convenient to them.

3 The results

Richard Faderin, Logistics Analyst, at LOVESPACE

"Using Zipcar enables us to scale our fleet to mirror the needs of our customers. By using a car club as and when needed, we are able to respond to sharp increases in demand and ensure that the customer experience is never sacrificed. Therefore, with each van only being paid for when it's in use, we can minimise the opportunity cost of vehicle downtime. This means we can provide our customers with next day and same-day services while maintaining low prices."

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for more information about zipcar, get in touch:

