

**Pirtek is Europe's leading provider of on-site hydraulic hose repairs and replacements. Each independent Pirtek franchise has its own specific vehicle requirements. Pirtek management wanted to find a partner to take care of all the purchasing, fitting, maintenance and servicing of their vehicles. And provide 24 hour breakdown assistance. Pirtek chose Ryder.**



## **A quick overview**

### **Their need**

- Vehicles need to be up-to-date and equipped with high-spec equipment
- A cost effective solution which does not restrict franchise growth
- To reduce time spent dealing with vehicles and increase time spent focusing on core business objectives

### **Our response**

- Vans are delivered 'ready-to-go' giving franchises a valuable head start when servicing customers
- Every contract hire vehicle comes with dedicated support services, such as servicing and breakdown cover
- Predictable monthly payments make it easier for new franchisees to manage and control costs
- Regular Ryder Preventative Maintenance keeps the vehicle on the road for longer

## **The full story**

### **The customer**

Pirtek is Europe's number one provider of on-site hydraulic hose repairs and replacements. Over 90 franchised Pirtek Service and Supply Centres operate 375 mobile service workshops, across the UK and Ireland, serving customers in all industries from railway construction to food processing.

The main benefit of Pirtek's service is the reliable, rapid response time it promises – its service standard is 'Anytime. Anywhere. ETA One hour.' Pirtek understands that for its customers, a broken down piece of machinery can be very damaging, both in terms of stopped production and wasted hire costs. The ability to, within minutes, send a qualified technician out to a customer - capable of replacing almost any hose assembly 'on-site', in a factory or even on the side of a motorway - is essential to the growing success of Pirtek's business.

### **The challenge**

Pirtek is going from strength to strength in the franchise sector. As more licensees take up the franchise opportunity, building close relationships with partners who can adapt quickly to their growing needs is critical.

Each independent Pirtek franchise has its own specific needs dependant on location and size of territory. Whether they are covering urban industrial areas or rural locations, they need to focus on staying responsive to their customers. However, growth can be slow if too much money and time is spent on buying a vehicle, kitting it out to Pirtek's particular specifications and dealing with any ongoing maintenance required.

Pirtek wanted to find a partner who could take care of all the purchasing, fitting and maintenance of its vehicles, along with regular predictive and preventative servicing, and access to dedicated 24-hour breakdown assistance. This would give franchisees the peace of mind to concentrate on servicing their customers, building their business and contributing to the continuing growth of Pirtek.

### **The solution**

Ryder was selected to manage the purchasing and maintenance of Pirtek vehicles in 2002, and since then the managed fleet has expanded to 60 service vehicles operating under the contract. An open-minded approach at all stages of the process has enabled the relationship to develop with, and adapt to, the rapid growth of Pirtek's UK operation.

The contract hire agreement means that franchisees have less to worry about when setting up their businesses or replacing their vehicles. Ryder offers a complete solution, from negotiating the initial purchase to managing the specification, deployment and maintenance of each vehicle. This enables new franchisees to get on the road

with a vehicle that is 'ready-to-go' as soon as they are. The benefit of contract hire rather than purchasing a vehicle outright is that they're always guaranteed a fully equipped up-to-date vehicle, which is maintained to the highest standard, all for a monthly fee. In addition they have access to a dedicated helpline, on hand to respond to call-outs at no extra cost.

What franchisees get is not just a van, but a Pirtek adwrapped Mobile Service Unit, with all the specialised equipment and storage that they need to do their very specialised job.

# **flexibility & reliability**

*"Ryder has worked well with Pirtek to provide us with the flexibility and reliability that is needed in a fast moving organisation like ours."*

**Derek Rogers, Distribution Director, Pirtek**