

Do It Yourself, We Will Do It For You

Everywhere you look these days it appears that "Do It Yourself" is giving way to "We Will Do It For You."

Hardly surprising with a world that is increasingly busier and, with time at a premium, the future for all customer-facing offers will be even more specialized and a need to supply every bell and whistle becomes a key customer requirement.

It is nice to be ahead of the times - Windsor Vehicle Leasing (WVL) has been a "We Will Do It For You" business for over 20 years. It has successfully built a strong and loyal customer base over many years, with flexibility as the principle in providing an offer for its customers, a rarity in something as personal and capital intensive as the vehicle market.

Short-term leases, three months or more, long-term, taking vehicles back when circumstances or perhaps restructuring dictates, and providing a full and complete service has become its mantra and watchword. Choice of vehicle too is clearly

important but with every manufacturer's product available sometimes it's an innovative solution that allows the higher spec vehicle to be available at a more competitive market rent with a new/used deal. WVL, to coin a phrase, wants to be its customer's "flexible friend" too.

WVL is not a big business by vehicle leasing company standards, managing somewhere approaching 2000 vehicles, but knowing each customer individually and their requirements pays dividends for both supplier and user.

Allun Wilkins, sales director, summarizes: "We would rather have 2,000 customers that we know that we can deliver their every requirement than 20,000 dissatisfied customers for whom we can only do a paper pushing job." Big definitely is not beautiful in this instance and if you want a commonsense leasing package that is appropriate for your company and its requirements then WVL might just be what you have been looking for.



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