CASE STUDY

Driving next generation digital transformation

When Shell Fleet Solutions wanted to launch an innovative and integrated next generation of their customer portal, CGI was the partner of choice.

For fast-moving industries, successful digital transformation is key to achieving cost efficiencies and opening up new routes to greater revenue and business growth. Nowhere is this more so than in the competitive oil and gas sector.

Shell has been working in partnership with CGI to take digital transformation to the next level with a state-of-the-art online fleet management solution that delivers the best possible experience for its customers, whether they manage a fleet of 5 or 5,000 vehicles.

The Shell Fleet Hub will future-proof Shell's online fuel management offering and help to provide more tailored services to their customers.

One portal for all

Shell's customers run commercial fleets of all sizes in more than 30 countries across the globe. The company wanted to develop an online fleet management system that both its own staff and those working for its customers could access from any device, at any time, from anywhere in the world.

CGI has worked closely with the team at Shell to design a single self-service portal that can be tailored to the needs of Shell's staff and customers, without the expense of developing a brand new solution from scratch.

CGI working with Shell

- Collaborative and interactive development of a single self-service portal based on distributed agile project methodology.

- Expertise in the latest digital technologies and best practices.

- Rich fuel card business expertise and experience of Fleet customer requirements.

- A true partnership approach and flexibility to work in a mixed, multi-skilled team.

Seamless access

User expectations for successful digital transformation have soared in recent years. The latest advances in technology quickly become the norm and there are often multiple systems or devices an organisation uses every day, so streamlining processes can be a complex undertaking.

With over 40 years' experience of helping organisations across the globe through digital transformation, CGI understood the challenges and had the expertise to address them.

Designed to integrate with any of the 3rd party systems Shell's customers might use to manage their fleets, the Shell Fleet Hub ensures that there is no need for a fleet manager to dip into and out of different systems to order a new batch of fuel cards, manage purchasing restrictions or view up-to-date details of a fleet or driver's most recent purchases. Staff have access to a personalised dashboard relevant to their role and get a seamless experience when using the system – whether they are a fleet manager, finance director or driver.

24/7 access, from any device

Central to the success of the Shell Fleet Hub design and implementation project is that the solution is device agnostic. A fleet manager can track when and where fuel purchases are being made or issue a batch of temporary cards from a PC, tablet or mobile phone and all activity will be reflected in real time across the system.
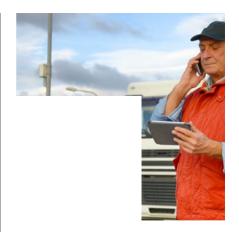
As a fleet driver, regardless of the device you are using to purchase and track your fuel consumption, the screen will automatically display the details in your own language as you travel through different countries en route to your destination. This is key to ensuring a positive experience for all users within a global organisation.

Meeting business objectives

As the main channel used by both Shell and its customers every day, Shell Fleet Hub provides an intuitive and responsive solution that delivers high levels of user satisfaction, supports customer retention and helps to win new business.

One of the key advantages for Shell is that Shell Fleet Hub is designed to sit above existing systems, providing new functionality for its staff and customers, without the expense of replacing legacy technology. This approach has been essential for delivering the experience that customers want, while keeping costs down.

The way the technology is built means that as the project carries on, the latest functionality can be rolled out to enhance the user experience and inform decision-making across the organisation, with no disruptions to day-to-day business.

About CGI

Insights you can act on

Founded in 1976, CGI is among the largest IT and business consulting services firms in the world. We are insights-driven and outcomes-based to help accelerate returns on your investments. Across hundreds of locations worldwide, we provide comprehensive, scalable and sustainable IT and business consulting services that are informed globally and delivered locally.

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Visit cgi.com/uk
Email us at Enquiry.UK@cgi.com