

Website Design + Development

FOSS NATIONAL LEASING



- ▶ As Canada's largest, privately-owned fleet management company, Foss National Leasing needed a complete website overhaul. Their existing site did not demonstrate the company's innovations in fleet management or attention to customer service — and it was certainly not reflective of their national presence.

Our initial investigations with Foss management revealed that one of their key goals, aside from much improved functionality, was to underscore the company's service-oriented, approachable culture. "Our competitors pride themselves on reducing average hold times within their call centres," says a Foss National's VP of Sales. "We simply answer the phone when it rings." It was determined that this personal touch set Foss National apart from its national competition, as the bigger companies presented a "faceless" persona to their clientele. The new website also had to work seamlessly for three key user groups, all with different needs: fleet managers, fleet drivers and government/procurement staff. Foss National also specified their desire for a Drupal CMS and a bi-lingual (French and English) format.

FossNational.com