THE CHALLENGE
With headquarters located in Secaucus, NJ, The Children’s Place has 23,000 employees supporting 900+ retail locations across the continent. With this many employees and locations scattered across North America, it was important to ensure that they were operating efficiently and their 110 business drivers were being fairly reimbursed. The existing fleet program required:

- Coverage of all vehicle expenses 24/7 (gas, maintenance, insurance, etc.)
- A full-time employee to manage
- Significant time that nearly reached the level of being in the car business
- Manual management through spreadsheets, making information very difficult to retrieve and extremely costly

THE SOLUTION
The Children’s Place engaged Runzheimer to reduce costs, automate processes and revamp their vehicle management plan. The Runzheimer Plan uses regionally based cost information to deliver a plan that is accurate and fair for both the employee and the organization. It reduces costs through more precise reimbursement information and is highly flexible to adapt to changing business needs.

To simplify overall management of the plan and driver information, The Children’s Place also implemented Runzheimer Management Services, which centralizes plan information on a web portal and provides a customer service team for the business drivers to call directly. Runzheimer enabled the company to:

- Reduce costs and focus on their core competencies
- Reimburse their business drivers fairly during work hours for business purposes
- Streamline the vehicle management process for staff efficiency and time savings
- Implement various changes without interrupting their business
- Deliver significant process improvements without requiring additional resources

RESULTS
Working together with The Children’s Place, the Runzheimer team seamlessly delivered a vehicle-management plan that was both cost effective and fair. The implementation process did, however come with a slight, yet common challenge for The Children’s Place management.

“We were concerned about the perception of the business drivers; we didn’t want them to view it as a take away,” stated Diana Monaco, Senior Compensation Manager at The Children’s Place. The internal communication and marketing that was developed for the roll out was extremely effective and ultimately resulted in buy-in from the employees, putting their fears to rest.

With the new solution implemented, The Children’s Place is more effectively managing their business vehicles and has experienced the following improvements:

- Cost savings as a result of the new reimbursement plan
- Immediate time savings from an administrative perspective
- Reduction in administrative calls received as a result of the expert Runzheimer customer care team
- Productive employees spending their time on revenue-generating tasks and less on managing vehicles
- Significant simplification of the program

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