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History

Amasondo Fleet Services, a leader among South Africa’s black empowered fleet management companies, is Eqstra Fleet Management’s (EFM) enterprise development entity and forms an integral part of the Eqstra group of companies.

Amasondo’s main drive is to target and service government departments and parastatals guided by Public Finances Management Act (PFMA). With this, EFM is not only focussing on the corporate market, which has traditionally been their core focus but also entities which are guided by the PFMA.

EFM is providing Amasondo its entire back office and will leverage the skills and systems development of EFM structures and experiences.

Amasondo was established in October 2000 and boasts a number of government and parastatals key fleet management outsource contracts. As a fully standalone entity, with its own asset base, funding lines and management team, Amasondo heralds the Eqstra Group’s vision to continue with its strategy to truly drive Black Economic Empowerment in a sustainable manner.

Business philosophy

Amasondo’s philosophy is based on structuring tailor-made solutions to suit the individual requirements of each client and offer effective fleet management.

In keeping with EFM’s BEE advancement strategy, Amasondo was created to fulfill two mandates:

Firstly, to build an independent entity that can operate in the South African fleet market, managing and enjoying the full returns of the assets under its control without the possibility of dilution seen in other fleet management empowerment initiatives.

Secondly, to provide a platform from which further BEE advancement programmes would be launched. They would initially leverage off EFM’s structures, experience and systems until such time as they are able to operate their own full end-to-end back office operation.
In order to create stronger, more beneficial partnerships with government departments and parastatals, Amasondo offers the following comprehensive service solutions, aligning the company with governmental objectives.

Amasondo offers a comprehensive fleet solution package to cater to a wide variety of customer-specific requirements. In a market which is ever changing both from an operational and legislative point of view, staying current and flexible are integral to our overall strategy.

**Operating Leases (OPL)**

This is an off balance sheet transaction, in which Amasondo takes full risk in terms of the residual value of the vehicle at the end of the lease period.

**To put it simply:** the customer pays to use the vehicle, but does not own it; ownership of the vehicle throughout the rental period remains with Amasondo.

At the outset the customer would elect both the term (period) of the lease and the expected utilisation (kilometres to be travelled). Based on this selection Amasondo would provide a binding quote for the parameters agreed upon. Included as standard in the quotation would be the cost of roadside assistance, a monthly administration fee, a fee for the annual licencing of the vehicle (which remains the responsibility of Amasondo), and a cost for the fines administration.

In a standard operating lease, maintenance would be excluded and the customer would be responsible for routine services and maintenance and tyre replacement. However, Amasondo is responsible to provide and to be accountable for the redirection of fines and licence discs annually, in line with AARTO requirements, to the driver of the vehicle.

Customers are allowed at any point to restructure the contract and change the agreed parameters in terms of period of utilisation or both to match the change in usage.

Should the customer elect to terminate the contract prematurely a penalty may apply. It should be noted that Amasondo would expect the vehicle to be returned in line with the South African Vehicle Rental and Leasing Association (SAVRALA) fair wear and tear guide.
Full Maintenance Lease (FML)

This is identical to the Operating Lease product but it includes a condition whereby Amasondo assumes the total cost of maintenance services and repairs too, further protecting the customer from unexpected costs.

The maintenance portion can also include or exclude tyres. The only instance in which Amasondo will not assume maintenance costs is in the case of obvious driver abuse of the vehicle in question and accident damage.

Maintenance Plans

With this product customers own the vehicle but transfer the maintenance risk to Amasondo. The maintenance plan is a standalone solution but operates in exactly the same way as the maintenance element on a Full Maintenance Lease.
Managed Maintenance (MM)

Should a customer choose to retain ownership of the vehicle and retain the maintenance risk, they can still take advantage of Amasondo’s dedicated maintenance department to ensure costs are effectively and proactively controlled during the period.

This level of cost control and risk management is available for a small monthly administration fee per vehicle.

License Administration

Through its access to and relationship with licence authorities across South Africa, Amasondo is in a position to provide customers, who elect to retain ownership of the vehicle, with a comprehensive and automated licence administration service for their company vehicles. Additionally, Amasondo will handle the full annual licencing function on behalf of the customer, at the cost of the licence and an administrative fee. Amasondo has the systems in place to flag, order and deliver the new disc through a seamless and largely automated process.

E-Tolling

Amasondo appreciates the implications of this new development for all Gauteng road users, customers and the subsequent fleet administration additions associated with it. Amasondo has the infrastructure to facilitate the registration and administration of customers’ fleet e-tolling and provide accurate reporting on monthly transactions.

Fines Administration

Should a customer elect to take the vehicle on an OPL or FML, fines management is included as a standard offer/product, as Amasondo remains the vehicle owner. If the customer however elects to retain ownership, Amasondo can provide fines management as a standalone service for an administrative fee per vehicle and a cost per fine redirected.

Fuel Management

Managing fuel is a necessary but difficult cost factor in monthly fleet expenses which is why Amasondo’s Fuel Management facilitates fuel transactions, correlating the costs into your monthly invoice, exception reports and monthly fuel reports. Amasondo is able to provide customers with access to fuel management on an actual cost incurred basis. Customers are provided with an Amasondo Fuel Card, an established fuel card system that allows for the payment and capture of fuel, oil and toll related purchases, with online access to the Amasondo Fleet Management BI (Business Intelligence) tool.
Amasondo has developed a unique and comprehensive range of risk solutions to both manage and mitigate the risks our customers are sometimes faced with, through their fleet operations.

**Risk Solutions**

**Accident Management**

To ensure transparency in the quoting process and the best possible repair costs, Amasondo uses a dedicated network of accredited service providers. Additionally, Amasondo is able to leverage its assessing network and internal technical skills to negotiate best price whilst ensuring top quality repairs.

The web-enabled accident management system is fully automated, with the status of event tracking functionality, minimising and proactively managing repairs. This also assists in decreasing associated costs while providing customers with all the relevant reporting.
Amasondo uses its dedicated accident management front-end to provide a wide range of targeted and industry-specific insurance solutions through Eqstra Risk Solutions, a division of EFM. Eqstra Risk Solutions is able to customise a solution to fit each customer’s unique needs and provide a fleet management approach to risk not found elsewhere in the market.

Driver Training

Eqstra Risk Solutions has partnered with a global leader in the provision of online driver training, designed specifically to change driver behaviour, the main determinant of accident claims and related costs.

Driver Management

In support of both the accident management and insurance offerings Eqstra Risk Solutions has developed a unique and comprehensive driver management programme designed to increase road safety awareness and assists in a permanent change in driver behaviour over time.

Roadside Assistance

Amasondo has partnered with MyAuto Roadside Assistance to provide an exclusive roadside assistance solution. Not only does this ensure a rapid response to any situation, but it supports a national B-BBEE supplier network.
Telematics is a key element for the future delivery of effective fleet management solutions which is why Amasondo has partnered with GPS Tracking Solution to offer a sophisticated solution designed to drive down fleet operating costs.

GPS Tracking Solutions

The GPS offering provides customers with access to a unique range of features including:

- Real time speed capping per speed zone (Patented/15-25% saving on fuel)
- Biometric driver identification (AARTO compliant)
- Live fuel gauge and consumption per driver, even on pool vehicles
- SMS driver alerts to change behaviour
- Driver scorecard
- Electronic logbook
- Route planning

At the core of the GPS philosophy is the offer of customisation in line with customer requirements to provide a tailored and unparalleled offering.

GPS Recover

GPS provides a vehicle recovery solution which also includes an electronic logbook.
As a leading fleet management provider to the SA market, Amasondo has developed a number of solutions to remarket fleet vehicles when they reach certain milestones.

Amasondo also allows customers access to this unique platform for the remarketing of their own assets.

**HyperCar**

HyperCar is designed to deliver a safe buying experience with a number of unique offerings:

- 101 point check on all vehicles
- Fourteen day return policy for all vehicles
- In-house extended warranties through Eqstra Risk Solutions
- Dedicated finance application support
- Online search engine
- P2P offering and financing options

HyperCar has twelve nationwide branches, customers enjoy the best possible residual returns on their assets.

**HyperFinance**

HyperFinance offers all HyperCar customers access to the widest range of finance and value added solutions making purchasing a vehicle from Amasondo even more attractive, ensuring the best possible return on the assets.

**SafeDrive**

SafeDrive as a business unit is focused on:

- Condition reporting
- Vehicle collection
- Vehicle transfers

Using the latest technology, vehicles are inspected with condition reports being made available to both Amasondo and customers in real-time through the HyperCar internet portal. In addition SafeDrive leverages GPS technology enabling customers to track the progress of vehicle transfers on a national basis.
Amasondo subscribes to the following values:

- **Trust** – We trust and support each other to be our best
- **Respect** – We honour other people’s wants, needs, ideas, differences, beliefs, customs and heritage
- **Energy** – We are driven to meet our goals and to change the way we do things; we are always learning and improving
- **Empowerment** – We empower employees by promoting personal responsibility along with innovation and informed risk-taking
- **Pride** – We take great satisfaction from achieving both our personal and company goals
- **Integrity** – We always act with honesty and integrity and without ever compromising the truth
- **Commitment** – We are committed to providing products and services that positively impact lives
- **Collaboration** – We believe in working together to deliver the greatest value to our customers and partners
- **Sustainability** – We are committed to the responsible use of fleet and infrastructure along with benefitting members of the communities we service.

Management Board:

**Murray Price:** Managing Director
As managing director for Amasondo Fleet Services, Murray has over 15 years experience with Eqstra and as a result of his leadership and passion, has grown Eqstra to be a leading fleet management company.

**Brenda Matyolo:** General Manager
After serving as a business development manager at a leading motor dealer group, Brenda joined Amasondo in 2010. She has an extensive background in creating transformation policies in major industry-leading companies.

Brenda has a passion for sustainable transformation based on the Broad Based Black Economic Empowerment principles and for serving her customers.
Human Capital

At Amasondo we view our staff as our greatest asset and differentiator within a highly competitive industry. As such we continuously strive to identify, select and grow the best possible employees in our industry.

Another key focus is corporate culture and Amasondo invests in its own by ensuring that we have empowered employees that see the opportunities to add more value to our customers.

Training remains a key focus area with both management and staff being exposed to a wide range of business and related training initiatives such as:

- Creative thinking skills
- Lateral thinking
- Manager as coach training
- General customer service training
- Emotional Intelligence training
Technology and systems
(Support Services)
Q-Net

This product is intrinsically linked to our Customer Relationship Management (CRM) service as it is the online portal through which our customers access the Customer Relationship Management system.

This not only ensures complete customer confidentiality and data security, but Q-Net allows users to log queries and cases on the portal as well as download reports and statistics.

Customer Relationship Management

Our customers are important to us, and we make every effort to grow and develop these relationships. Amasondo Fleet Services has developed an advanced and intuitive Customer Relationship Management (CRM) system; this system is also made available to Amasondo customers to manage their own customer relationships.

This system not only controls customer information, but it manages customer requirements in the form of customer queries linking into agreed upon Service Level Agreements.

Invoicing

At Amasondo Fleet Services, we believe in making the administration of our customers’ fleets as easy as possible which is why we have fully automated our billing structure. Each of our customers receives an e-statement which allows them to access invoices, statements, fuel reports and the VAT value claimable, all at the click of a mouse.

GPS Tracking Solutions

With our GPS Tracking Solutions, not only will you always know where your fleet vehicle is, but we also offer a 24-hour call centre to deal with any emergencies, asset queries and general tracking assistance.

We also cater for specialised report requests and will even automate them if required. What’s more, customers will have direct access to their reports via the GPS website.