



Case Study: L&S Electric

Reducing Costs and Saving Time for a
Premier Industrial Maintenance Provider



Challenge

[L&S Electric Inc.](#) is a third generation, family-run company providing maintenance services to businesses who produce power or use it to drive their business. L&S services a wide variety of equipment for industrial customers, power producers, transportation, and many others.

When the Ewald team first met with L&S Electric, they were doing an above average job of tracking the maintenance and repairs associated with their 100+ vehicle fleet. While they were organized in this regard, they did not have a replacement strategy for cycling their vehicles when they were at the end of their service life. L&S was aware of what they were spending, but didn't have a plan in place for optimizing their operational and asset management costs, or freeing up the management time associated with tracking their vehicles.

L&S Electric's Chief Operating Officer, Paul Gullickson, explains, *"The initial reason for us considering fleet management services was to free up some time. I was personally buying all the company vehicles at the time, but I didn't have the background needed to make mass purchases and get special pricing. So I was looking for someone with a better skill set to take some things off my plate. I just had too much to do."*

He continues, *"We also hoped working with a fleet management company would help improve our pricing on vehicles because it would allow us to buy them through a common vendor. We were looking to streamline the whole fleet in many ways: maintenance, fuel, purchasing, eliminating some of the capital expenses that we had, and switching to expenses (leases) that we could pay monthly."*

L&S Electric's management decided it was time for a change. They wanted to take the company to the next level, and prepare it for continued success in the future. They scheduled a meeting with us and set things in motion.

During our initial meeting, we connected over shared values and a human-oriented approach to doing business. *"What it ultimately boiled down to is, we are a fairly large family-owned business and so is Ewald. The owner himself came over to talk to us. Coming from that culture, it was important to us to find a partner that had a similar culture and values, which are different in a family organization than a larger corporation,"* says Gullickson.



Bob Rothe, Business Development Director at Ewald Fleet Solutions, says that, *"A big part of what we sell is how we engage with our customers. Our competition will generally close the business and then assign the relationship to more of an administrative level person. We don't do that. For us, our sales professionals stay engaged with our customers throughout the relationship."*

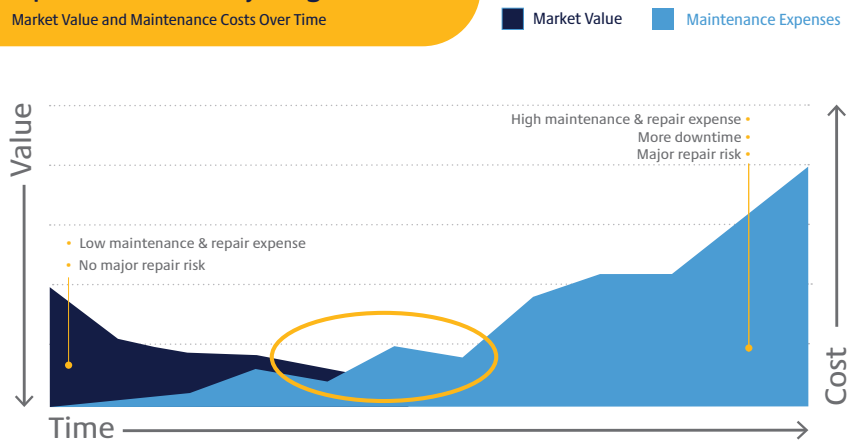
Strategy

As with all of our clients, we approached L&S Electric's challenges by listening and gathering information first, and then presenting a strategy based on the best practices of fleet management.

Our key objective was to zero in on the vehicle life cycle management piece that was missing. The savings we've brought to L&S are not only on the vehicle acquisition side, but come as a result of structuring leases to allow us to take vehicles out of service before their operating costs skyrocket.

Optimal Vehicle Cycling Time

Market Value and Maintenance Costs Over Time



Rothe explains, “My focus is on reducing costs, as opposed to providing a service that adds an additional layer of expense. And I believe we’ve accomplished what we set out to do. We freed up a lot of their time. We’ve brought visibility and decision-making to the data that they’re now receiving. Now there are informed decisions being made on when we should cycle vehicles out of service, which wasn’t happening before.”

“Whenever possible, we’ve also moved L&S to factory orders, which provides significant savings, plus the volume incentives that we were successful in negotiating with vehicle manufacturers. These volume incentives are thousands of dollars per vehicle more than what they had previously.”

Key Services Provided:

1. Fleet leasing
2. Vehicle acquisition and life cycle management
3. Fuel, maintenance, and repair management
4. Title and registration management



We handle the stress of fleet management, so the team at L&S has more time to focus on running their business.

Showcase #1

Freeing up an extra 10 days of time for L&S every month

As a result of handing over their vehicle acquisition and leasing to us, Gullickson and his team have more time to focus on running their business.

Previously, Gullickson was spending, *“two or three days a month researching and buying trucks. Now I spend zero time doing that. A couple different people also used to spend around two days a week on maintenance and entering data into Excel spreadsheets. We’ve pretty much eliminated the need for that job now.”*



“I make one phone call,
sign one document,
and the truck shows up
wherever I want it.”

- Paul Gullickson,
Chief Operating Officer at L&S Electric

Showcase #2

Being a one-stop shop for vehicle acquisition, management, and resale

As a busy executive, Gullickson has myriad responsibilities that need his attention every day. We understand this and do all we can to minimize L&S' involvement in the day-to-day management of their fleet.

“The whole process of purchasing vehicles and maintaining them is very simple for me now. I make one phone call, sign one document, and the truck shows up wherever I want it to show up. Whereas before I had to go shop for a vehicle myself, buy it, find people to drive it, and then get it delivered. Now Ewald just takes care of everything. Usually it's one phone call or one email,” says Gullickson.

“And when it comes to selling used vehicles, Ewald picks them up, takes them to the auction, sells them, and then sends us a check. They just do everything for us.”

Showcase #3

Being transparent with the data to help L&S make better decisions

At Ewald, trust is very important to us. So while we take care of our customers' fleets, we're always transparent about the decisions we make, why we make them, and how much they're going to cost. Additionally, our fleet management dashboard provides high-level data on all aspects of a vehicle's total cost of ownership, including fuel and maintenance costs and much more.

"Ewald is very open," says Gullickson. "They share all pertinent information as far as what we're actually paying for vehicles, how the lease agreement is set up, what our costs are going to be and what our residual vehicle values are. So whether it's maintenance savings, or an alert where someone is using more fuel than they should be, the kind of data we get is all just very transparent."

In May 2021 alone, L&S Electric saw over \$12,000 in maintenance savings, thanks to our fleet maintenance program.

"I would highly recommend Ewald Fleet Solutions. I don't think we could have picked a better partner. They just do everything really well for us. We're paying something for it of course, but the convenience is priceless in terms of the time that it saves us. So I would highly recommend them because they handle many facets that in my opinion are beyond what a normal fleet leasing company would probably do. They just say yes we can do that for you, and they take care of it."

- Paul Gullickson, Chief Operating Officer at L&S Electric



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