

Meet Rachel, Key Accounts Manager and FORS Practitioner
'Providing honest help and support' to members. Let her help
your company prove you are safer, smarter, and greener.

Rachel Pearson is our Fleet Operator Recognition Scheme (FORS) practitioner. She joins the FLEETMAXX SOLUTIONS team on Monday 19 October.

Rachel has more than 13 years working in the fuel card industry and over 6 years' experience working with members of FORS, her customer care is a FORS (ce) to be reckoned with; it began with generating leads, to managing retentions and onto being a stakeholder champion for larger corporations, then finally becoming a FORS practitioner so she could better understand the needs of her customers.

It takes a special type of person to be a certified FORS practitioner; Rachel is tenacious when it comes to serving her clients. "I have a very strong work ethic, and when it comes to helping you on your FORS journey to accreditation I will help to transform your business into a leader in fleet transport best practice whilst saving you money on your fuel costs with an honest and upfront approach, something you simply won't get from other fuel card companies'.



Figure 1 Rachel Pearson - FORS Practitioner



The scheme is managed by the FCP (FORS community partnership) consisting of Aecom, Fleetsource & CILT. When you gain FORS accreditation within your business, you are joining an elite group of operators that boast exemplary levels of safety, efficiency, and environmental awareness.

The Fleet Operator Recognition Scheme (FORS) is a voluntary accreditation scheme encompassing all aspects of safety, fuel efficiency, vehicle emissions and improved operations. The process is transparent and straightforward, plus, there is lots of support available from Rachel to guide you along the way.

"The accreditation will give your business a head start among the competition," explains Rachel, "and I am here to lead you on your road to success and support you throughout. Companies spend a lot of time building up to becoming accredited – let me take some of the weight off your shoulders and save you money at the same time"

Rachel's experience as a FORS practitioner is invaluable, and she puts her dedication to excellence down to being honest with people. "I think at the beginning of my career, I learnt a lot working in retentions. You have to listen to your customers, make sure you build trust and I've been going that extra mile ever since."

Want to know more about the Fleet Operator Recognition Scheme (FORS) and raise the quality of vehicle services in your organisation and ensure all fleet operations are running to the FORS standard based on legal compliance, safety effectiveness and environmental protection?

Rachel will be your account manager – she understands the problems facing FORS companies, having completed the FORS practitioner course herself and other courses provided by FORS.

She will be based at the Whitstable, Kent office and, with the right safety precautions in place can visit your organisation or arrange a Zoom / Teams meeting at your convenience. [Fill in the form here.](#)

If your business is already a FORS member, you are entitled to exclusive cost savings as FLEETMAXX SOLUTIONS are delighted to have been accepted as a FORS Associate.

As a valued FORS member, you will;

- Save up to 10p per litre on fuel.
- Up to £250 cashback when cards first used.
- FREE of charge fuel cards, (saving you £12, per card, per year).
- Dedicated Key Accounts Manager / FORS Practitioner.
- A choice of networks including Esso, Shell, BP, Texaco, FuelGenie, UK Fuels and Keyfuels.
- Have cards to use at Tesco, Morrison, Sainsbury's and Co-op pumps.
- No hidden extra charges.
- No Transaction Fees.
- No minimum spend.
- Online customer portal.
- One invoice for all transactions
- Emissions data
- Preferential deals on AdBlue® and bulk fuels.

For more details, please complete the [enquiry form](#), Rachel Pearson is your Key Accounts & FORS Practitioner.

FLEETMAXX SOLUTIONS – YOUR TRUSTED PARTNER

Ends



PRESS CONTACT

Steve Clarke marketing manager

Email steve.clarke@fleetmaxxsolutions.co.uk

FLEETMAXX SOLUTIONS is a family-owned business working with major fuel brands here in the UK. As part of the OILFAST group, they are helping more than 50,000 customers, including, HGV operators, hauliers, couriers, delivery drivers, plumbers, builders, electricians, large organisations, transport managers, sole traders, owner drivers and start-up companies.

The fuel card range is accepted at BP, Esso, Shell, and Texaco sites as well as supermarkets (Fuelgenie), independent retailers and specialist diesel networks, such as Keyfuels and UKfuels. Whether you have one or thousands of vehicles on the road, FLEETMAXX SOLUTIONS can help reduce your running costs with discounted diesel and petrol, telematic tracking, vehicle cameras and business insurance solutions.



STEVE CLARKE

Steve Clarke's unrivalled marketing knowledge of the fleet & fuel card business has been developed over the past 12 years as Marketing Manager at Fuel Card Services and his in-depth experience is now being utilised at his role with OILFAST. He is responsible for the marketing of fleet offerings under the FLEETMAXX SOLUTIONS brand, including FUELCARDS, FLEETVISION -Vehicle Cameras, FLEETLOC8 – Vehicle Tracking, BUSINESS INSURANCE. Each of these has its own identity and customer advantages, which Steve will be tasked with promoting, to different market sectors.

Joining FLEETMAXX SOLUTIONS in 2020, Steve's goal is to be part of a business that truly adds value to its customers, delivers customer promises against a clear set of values and is proud to be part of a team that appreciates and motivates its employees.

Steve has sharply focused vision for building and creating a successful marketing function "It is not rocket science," he says. "It's my role to find out what customers want, then introduce them to an unbeatable choice of products and solutions, providing impartial advice and personal service from named account managers and more. Everyone at FLEETMAXX SOLUTIONS works very hard to deliver exactly what each customer needs from their fleet & fuel management supplier, great service, real savings and the security of working with a trusted partner."

Steve's previous role at Fuel Card Services, [2008-2019], was to build an outstanding, profitable fuel card provider, starting from scratch. Setting out with just an office, a computer and a telephone - and years of fuel card experience, backed by excellent relationships with all of the major fuel companies, he launched The Fuelcard People. This much loved brand, now has many years under its belt as one of the best known names in the fuel card sector. Uninterrupted growth soon meant a complete relocation into larger offices, then expansion into additional premises. From a standing start, Steve has built a dedicated, expert team of 25 fuel card professionals, helping tens of thousands of customers with dedicated personal service.

Having met his original objectives and with a change in businesses priorities and ethos at FCS, Steve decided to put his experience and talents to work for OILFAST.



Figure 2 Steve Clarke, Marketing Manager, FLEETMAXX SOLUTIONS