

Fleet Fuel Card Announces July Focus on Shell Fleet Card Solutions

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Fleet Fuel Card, the premier online resource for vehicle fleet managers, announces its focus on Shell fleet cards for the month of July. This initiative aims to provide corporate fleet managers with in-depth insights into reducing fueling costs and optimizing their operations through the use of Shell's advanced fleet card solutions.

Shannon Mangroe, editor of Fleet Fuel Card and veteran of the fleet management industry, will spearhead the coverage. "Shell's fleet card offerings through businessfleetsolutions.com provide significant advantages for fleet managers looking to streamline their fueling processes and substantially reduce costs," says Mangroe. "Our goal is to equip fleet managers with the knowledge and tools they need to make informed decisions that positively impact their bottom line."

Throughout July, Fleet Fuel Card will feature a comprehensive analysis of Shell Fleet Card options, including detailed breakdowns of the Shell Fleet Plus Card, Shell Small Business Card, and Shell Fleet Navigator

Card. Mangroe emphasizes, "We'll be comparing features, savings potential, and acceptance networks to help managers choose the right card for their specific needs."

The website will also offer expert advice on cost-saving strategies. "By leveraging Shell fleet cards, managers can achieve savings of up to 6¢ per gallon," Mangroe explains. "We'll be sharing strategies for maximizing rebates and discounts, as well as tips for utilizing online and mobile tools to track and optimize fuel spending."

Real-world case studies and success stories will form a crucial part of the coverage. "We're excited to share examples of fleet managers who have significantly reduced costs using Shell fleet cards," says Mangroe. "These stories, backed by quantitative data on average savings achieved by fleets of various sizes, will provide tangible proof of the cards' effectiveness."

Technology integration will be another key focus area. Mangroe notes, "We'll be providing insights on using Shell's ClearView analytics and WEX Fleet SmartHub for enhanced account management, as well as guidance on implementing DriverDash and other security features to prevent fraud and misuse."

The coverage will extend beyond fuel savings, exploring additional benefits such as discounts at Jiffy Lube locations and strategies for improving overall fleet efficiency and productivity. "It's not just about saving on fuel," Mangroe states. "We want to show managers how these cards can be part of a comprehensive approach to fleet management."

Fleet Fuel Card will also feature exclusive interviews with Shell representatives and fleet management experts, offering readers insider perspectives on industry trends and best practices. "By bringing in diverse expert voices, we aim to provide a well-rounded view of the landscape," Mangroe adds. For fleet managers looking to transition to Shell fleet cards, the website will offer a detailed implementation guide. "We understand that adopting new systems can be challenging," Mangroe acknowledges. "That's why we're providing step-by-step instructions and tips for overcoming common hurdles in fleet card adoption." Fleet Fuel Card's coverage will also explore how Shell's broader mobility services, including telematics and recharge solutions, can be integrated with fleet cards to create a comprehensive fleet management strategy.

"By focusing on Shell's fleet card solutions, we're providing our readers with actionable insights that can lead to significant cost reductions," Mangroe concludes. "A mid-sized fleet can potentially save thousands of dollars annually by strategically using these cards and implementing the cost-saving measures we'll be discussing. We're committed to helping fleet managers unlock these savings and drive their businesses forward."

Fleet managers can access this valuable information throughout July on the Fleet Fuel Card website. The site will be updated regularly with new content, including articles, infographics, and downloadable resources designed to help fleet managers make the most of Shell's fleet card offerings.

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Fleet card

Fleet Card Resource is a leading online platform dedicated to helping businesses optimize their vehicle fleet management and reduce fuel expenses. Founded by Shannon Mangroe, an expert in fleet management solutions.

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