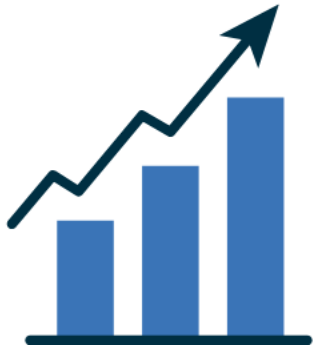
AGILE FLEET™
FLEET MANAGEMENT SOLUTIONS

WELCOME TO
COMMAND 24

Learn. Network. Engage.

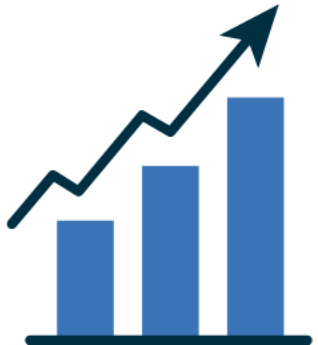


AGILE FLEET™
FLEET MANAGEMENT SOLUTIONS

Impactful Emails:

a guide to effective communication via FleetCommander

October 3, 2024



Guess the Frequency

By 2025, an estimated **4.35 MILLION EMAILS** will be sent world-wide every _____.

A. MONTH

B. DAY

C. MINUTE

D. SECOND

STAND WHEN YOU HAVE AN ANSWER

Guess the Frequency

By 2025, an estimated **4.35 MILLION EMAILS** will be sent world-wide every _____.

A. MONTH

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STAND WHEN YOU HAVE AN ANSWER

Think About It

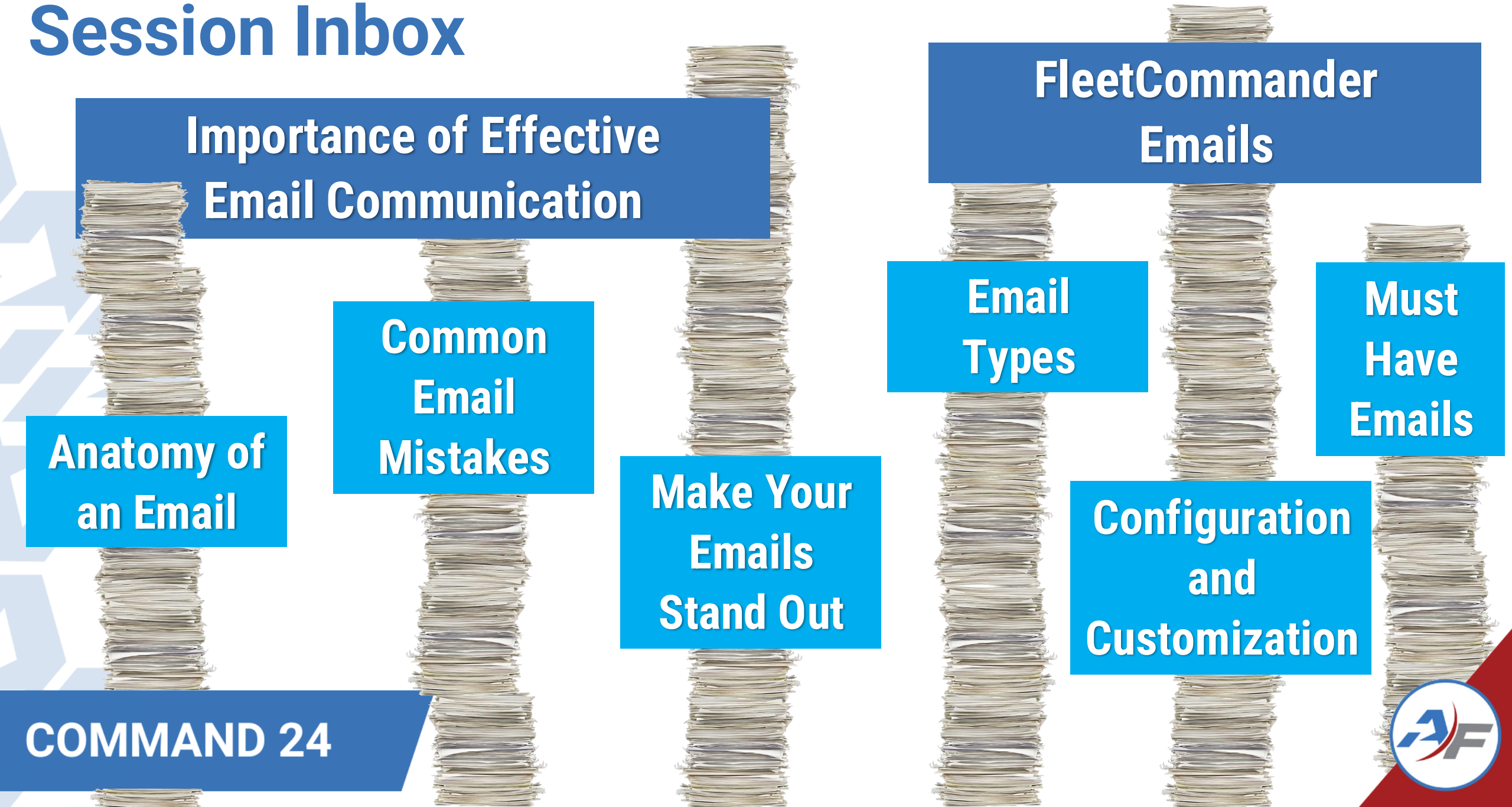
Print and pile **4.35 MILLION** emails
EVERY SECOND, in **24-HOURS** you will have…

86,400 STACKS
each one the height of the Willis Tower 1,450 ft tall!

HOW CAN YOUR EMAILS STAND OUT AND BE NOTICED?

COMMAND 24

Session Inbox



COMMAND 24

Session Inbox

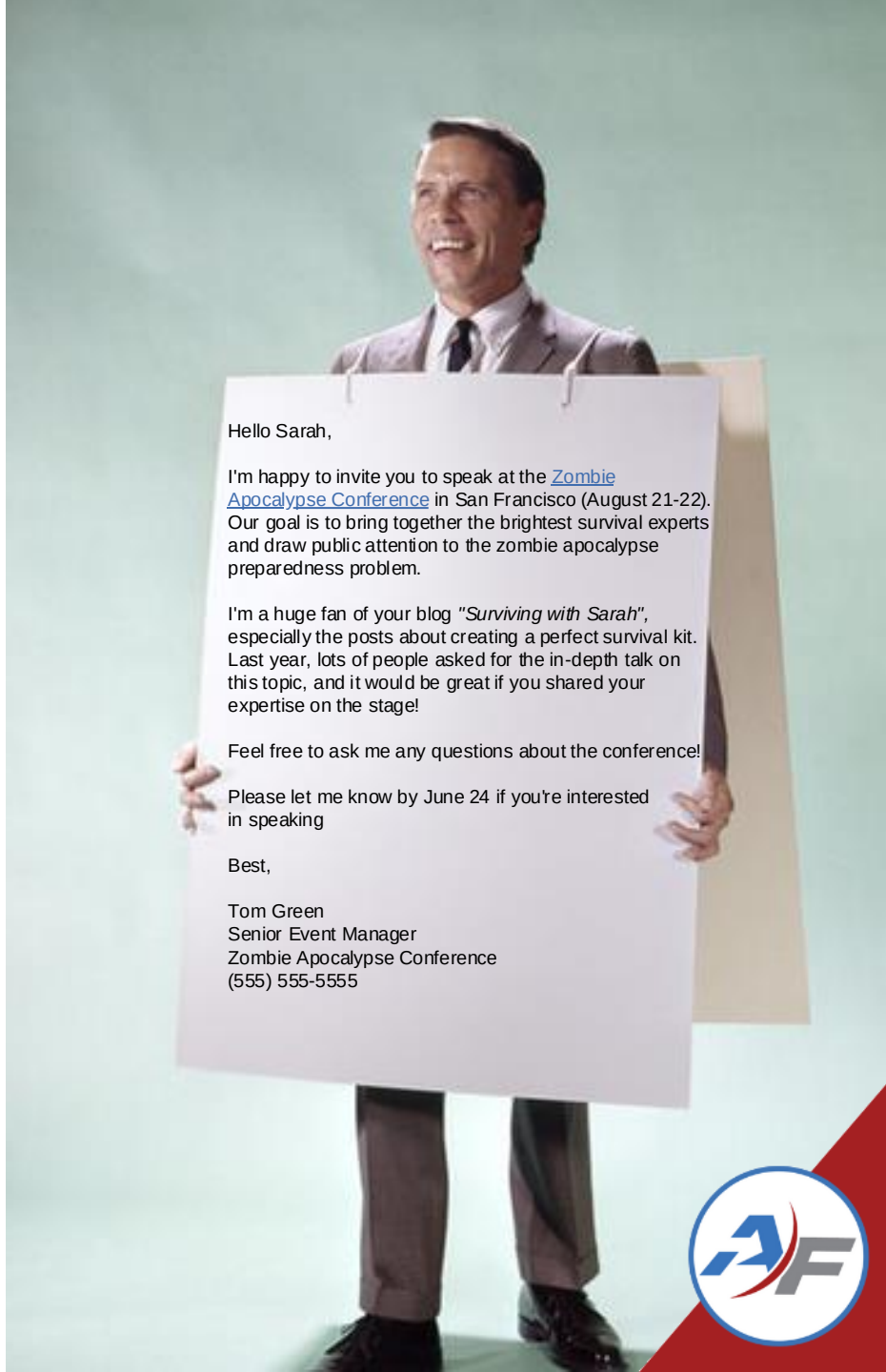
Anatomy of an Email

Subject Line:
Entice Interest and Set Expectations

Greeting:
Quick greeting to acknowledge recipient

Body:
Heart of the communication. Clear, concise, and specific purpose

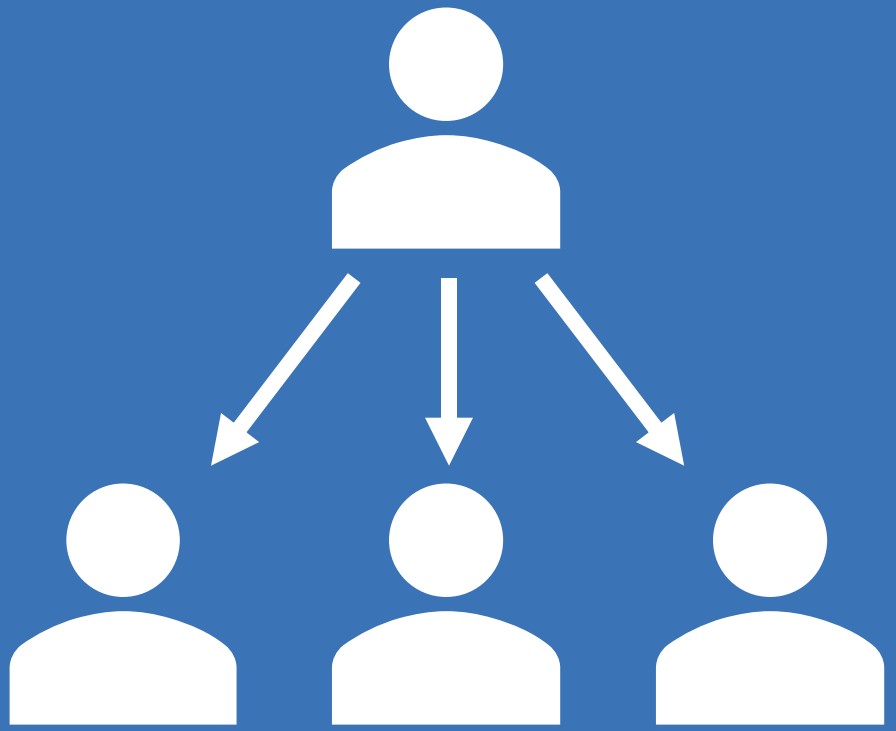
Closing:
Friendly sign-off. Use standards or be creative. “All the best” “Respectfully” and “Take care”



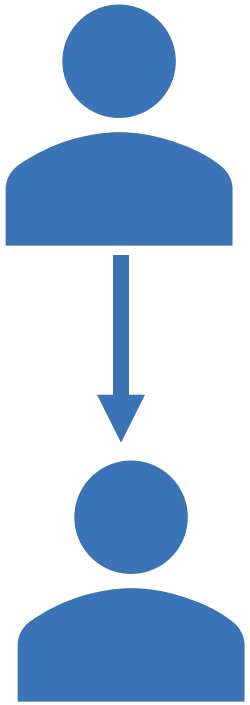
Know Your Receipient

COMMAND 24

One-to-Many Communication



One-to-One Communication



Session Inbox

Session Inbox

COMMAND 24

Stand up when you find the

the mistake

1 2 3 4 5 6 7 8 9

COMMON EMAIL MISTAKES

Burying the lead

COMMAND 24

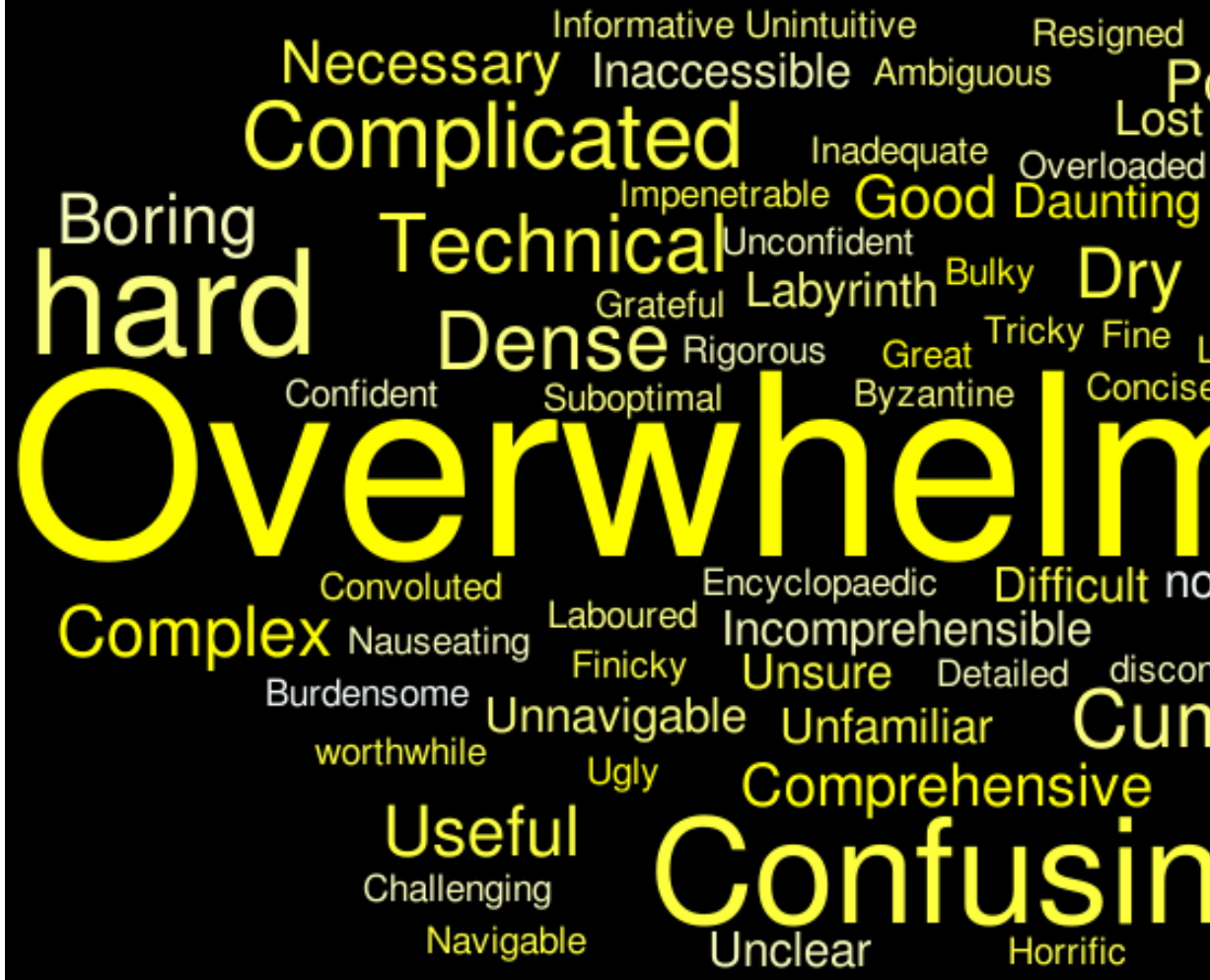
COMMON EMAIL MISTAKES

Hedging Language

COMMAND 24

COMMON EMAIL MISTAKES

Long and Unclear Copy



COMMAND 24

COMMON EMAIL MISTAKES

Being too Casual or Formal

COMMAND 24

COMMON EMAIL MISTAKES

Clichés -avoid them like the plague

COMMAND 24

COMMON EMAIL MISTAKES

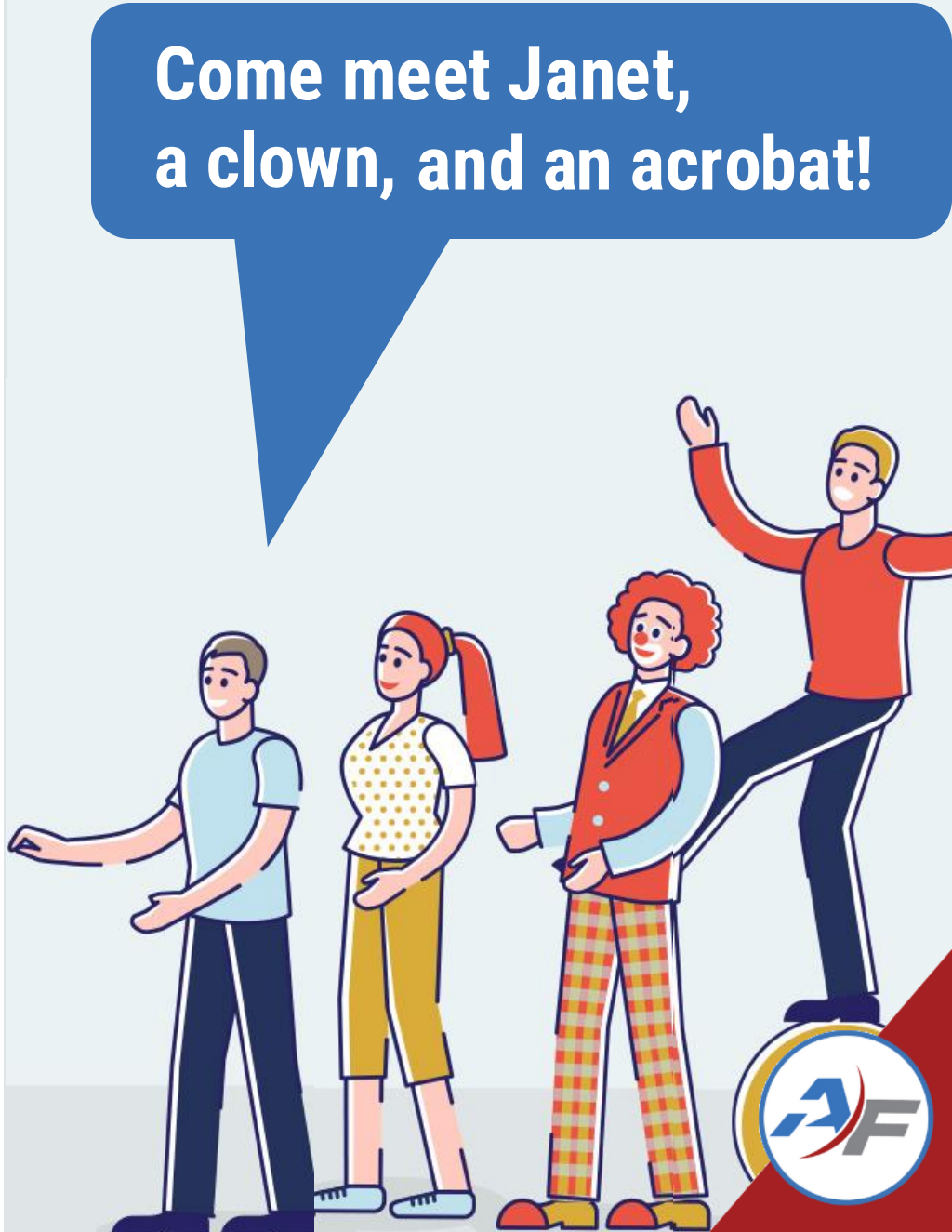
Unfocused Repetition

COMMAND 24

COMMON EMAIL MISTAKES

Omitting Oxford Comma

with
an OXFORD
COMMA



COMMAND 24

COMMON EMAIL MISTAKES

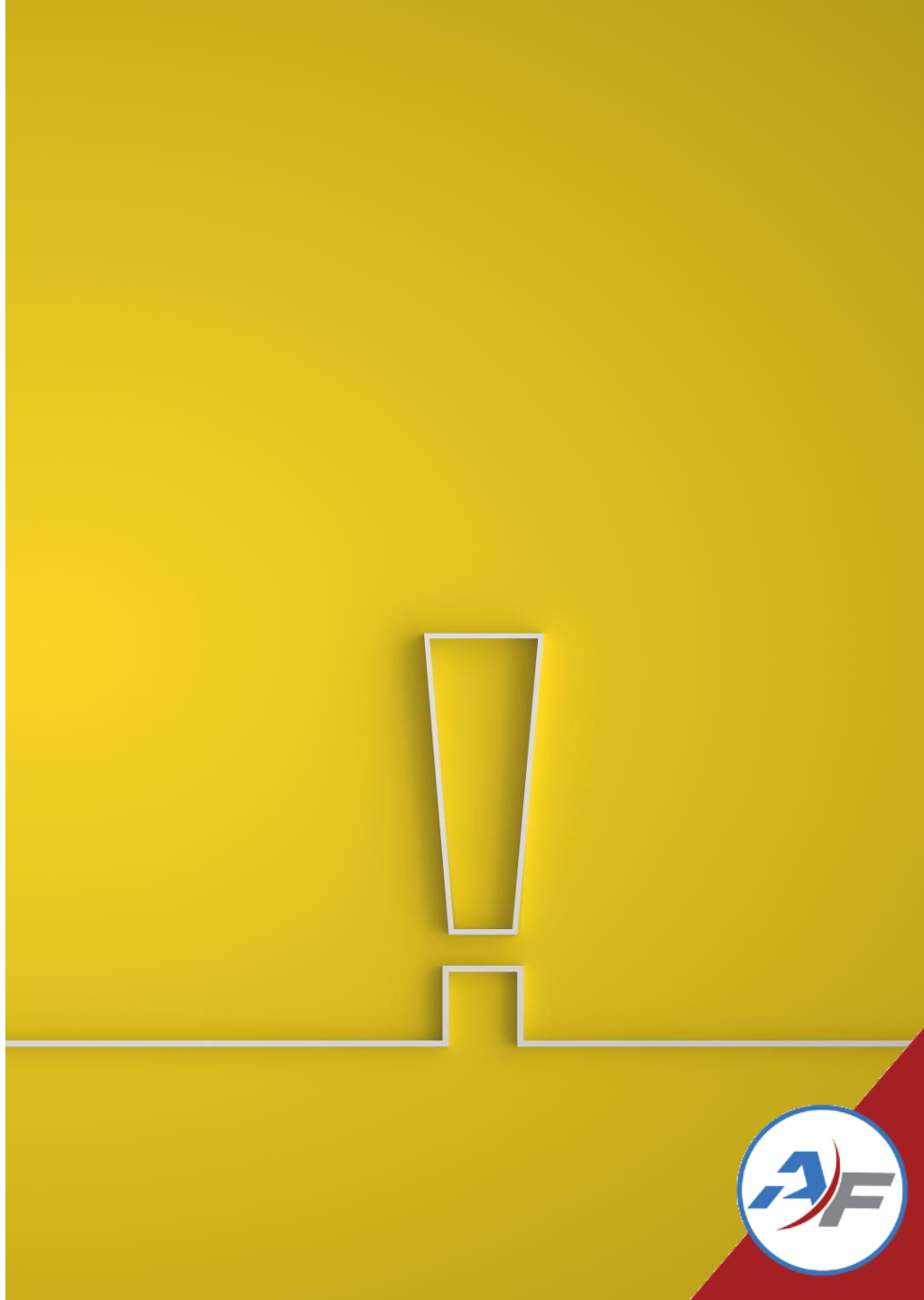
Omitting Oxford Comma

WITHOUT an OXFORD COMMA

COMMAND 24

COMMON EMAIL MISTAKES

Overuse of exclamation points!



COMMAND 24

Session Inbox

COMMAND 24

Session Inbox

Importance of Effective Email Communication

Anatomy of an Email

Common Email Mistakes

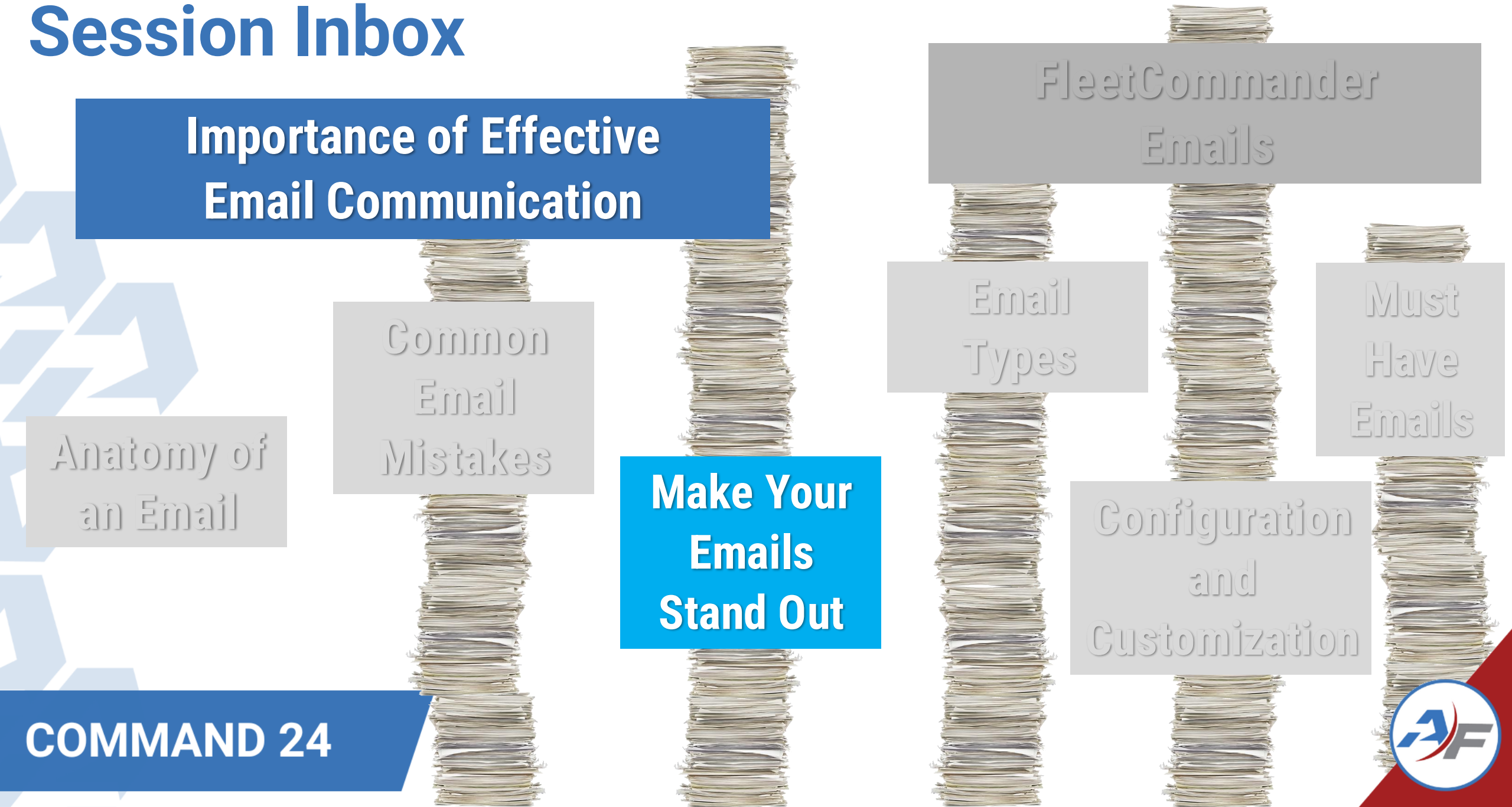
Make Your Emails Stand Out

FleetCommander Emails

Email Types

Configuration and Customization

Must Have Emails



COMMAND 24

Make Your Emails Stand Out

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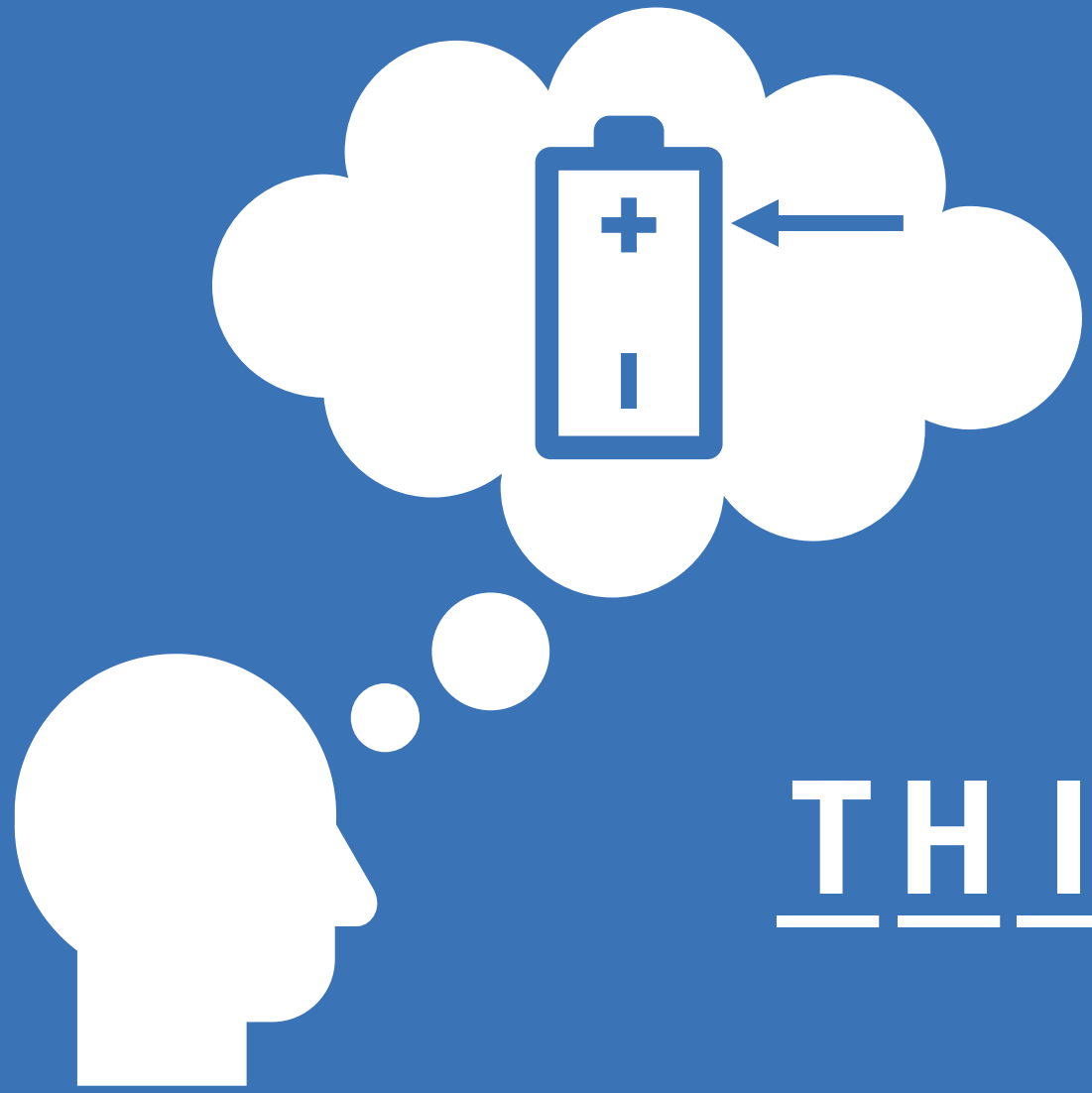


THINK POSITIVE

Make Your Emails Stand Out

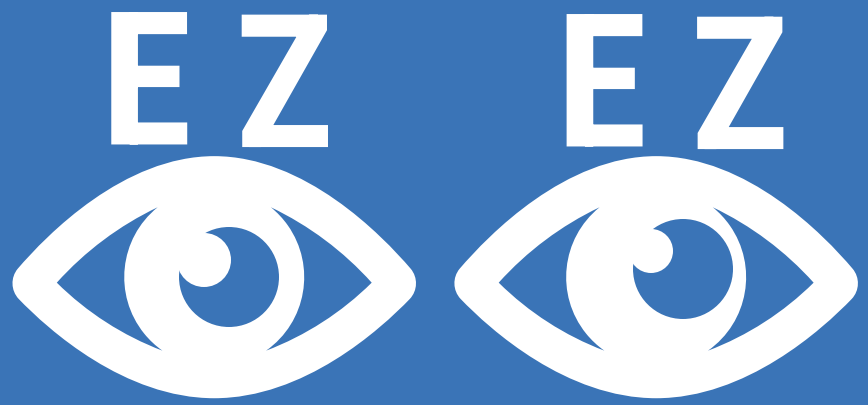
COMMAND 24

TONE → TONE

RIGHT TONE

Make Your Emails Stand Out

COMMAND 24

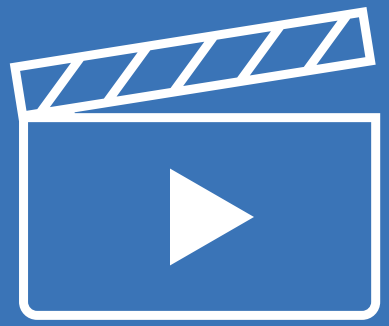


EASY ON THE EYES

Make Your Emails Stand Out

COMMAND 24

2



CALL TO ACTION

Make Your Emails Stand Out

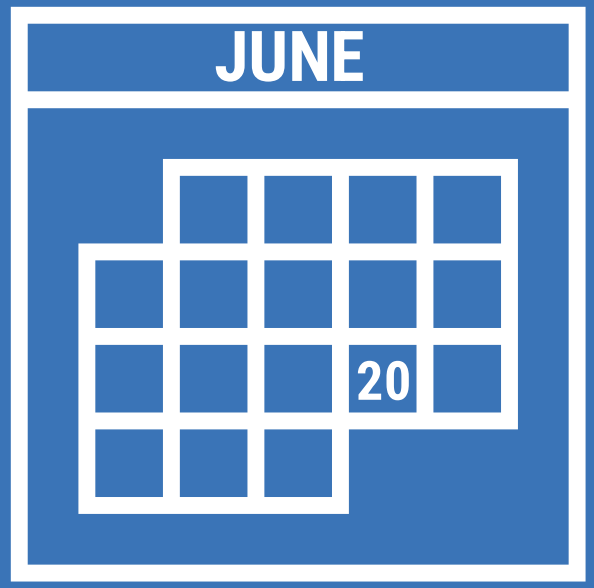
COMMAND 24

1 E+♂

ONE EMAIL THREAD

Make Your Emails Stand Out

COMMAND 24



SUMMARIZE ORIGINAL MESSAGE

Make Your Emails Stand Out

COMMAND 24

MANAGE RECIPIENTS

Session Inbox

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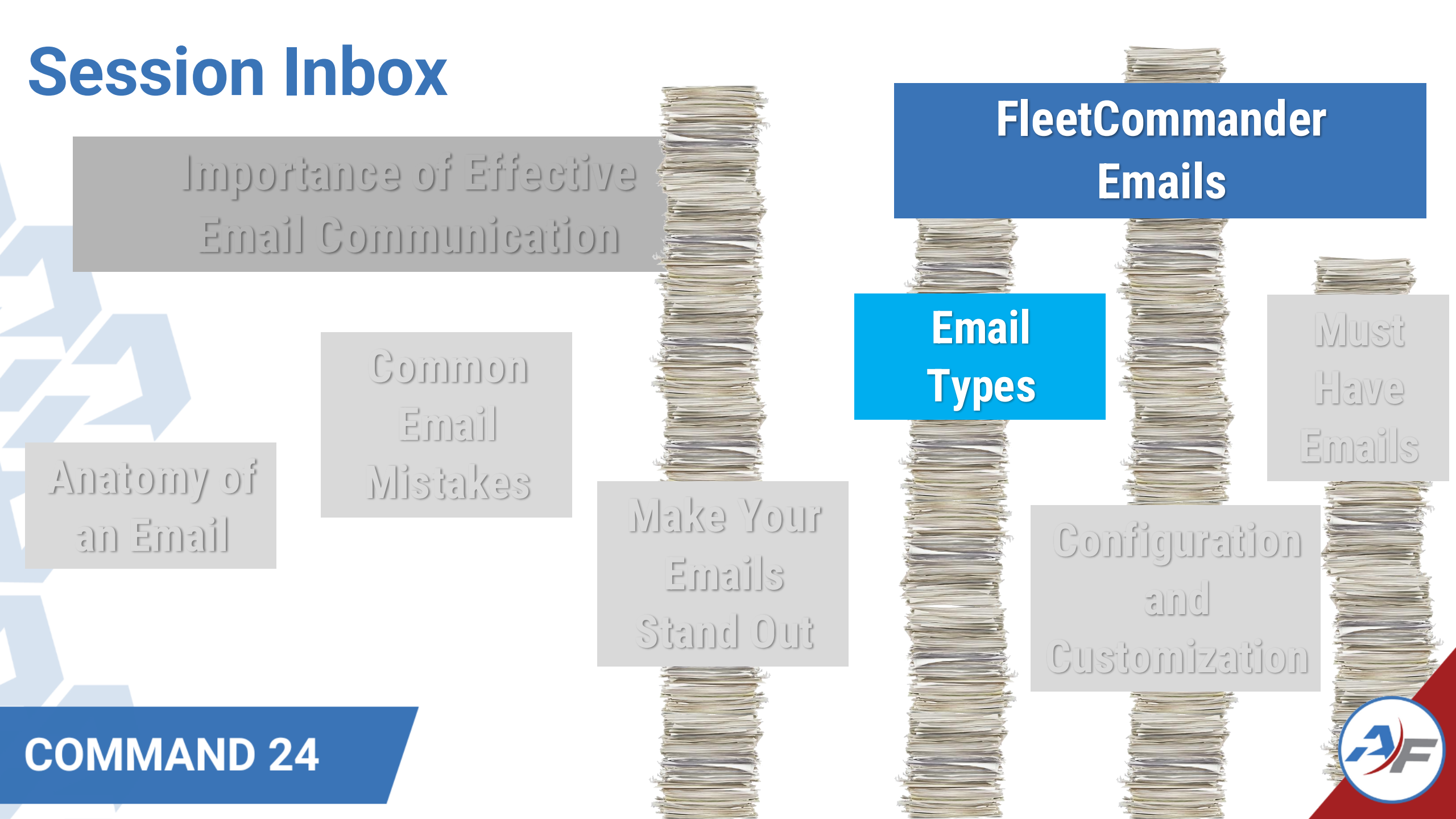


COMMAND 24

Through Automated and Manual Emails

MANAGEABLE

FOUNDATIONAL

ACTIONABLE

Enterprise and Site Level Emails

FleetCommander can be used to manage assets, users, and reservations at a single facility or at multiple facilities.

“Enterprise”
- is used to describe FleetCommander settings, and capabilities **COMMON** across the **ENTIRE FLEETCOMMANDER INSTANCE**, regardless of how many **DIFFERENT FACILITIES** the operation is dispersed across.

“Site”
- settings, and capabilities **UNIQUE** to each **FLEET SUBSET** managed as a **GROUP** within FleetCommander.

TIP: think of ENTERPRISE as the “umbrella” covering all the SITE “raincoats” under it

Enterprise Level

settings and capabilities applied across the whole of FC

Welcome Email Text
Get Feedback Email Text
Update User Profile - Email

Claim Notification Email
Deductible Letter Text
Dependent Email - Dependent Edited
Dependent Email - New Dependent Added
Expenses - Supervisor Email
Expired License Email Text
Incident Submittal Policy Text
Repair Shop E-mail Text
Subrogation Letter Text
Tag Mail-To Letter
Tag Pick-Up Letter
TPA Notification Email

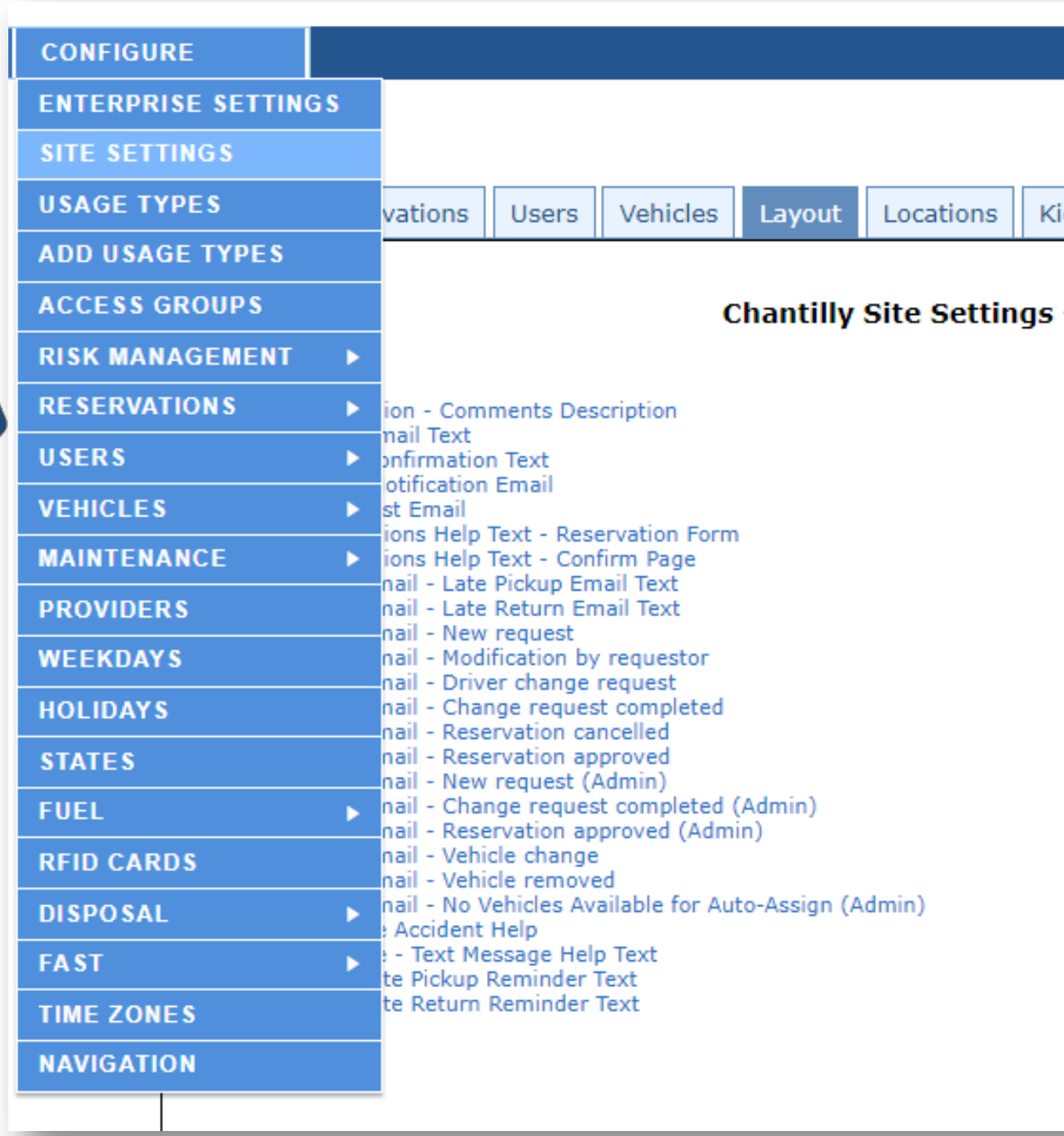
COMMAND 24

Site Level

settings and capabilities applied to specific locale

Maintenance Notification Email
Mileage Request Email
Registration Confirmation Text
Registration Email Text
Reservation Email - Change request completed
Reservation Email - Change request completed (Admin)
Reservation Email - Driver change request
Reservation Email - Late Pickup Email Text
Reservation Email - Late Return Email Text
Reservation Email - Modification by requestor
Reservation Email - New request
Reservation Email - New request (Admin)
Reservation Email - No Vehicles Available for Auto-Assign (Admin)
Reservation Email - Reservation approved
Reservation Email - Reservation approved (Admin)
Reservation Email - Reservation cancelled
Reservation Email - Vehicle change
Reservation Email - Vehicle removed
Scheduler - Late Pickup Reminder Text
Scheduler - Late Return Reminder Text

Check In - Confirmation Email
Check Out - Confirmation Email
Kiosk Comments Email



COMMAND 24

EMAIL TYPES – AUTO GENERATED

COMMAND 24

User Registration

- Registration Email

Reservations

- New Request
- New Request (Admin)
- Reservations Approved
- Reservation Approved (Admin)
- No Vehicles Available for Auto-Assign
- Driver Change Request
- Modification by Requestor

EMAIL TYPES – AUTO GENERATED

COMMAND 24

Reservations (continued)

- Late Pickup Email (scheduler-generated)
- Later Return Email (scheduler-generated)
- Reservation Cancelled
- Upcoming Reservation (Not Configurable)

Kiosk

- Check-Out Confirmation
- Check-In Confirmation
- Kiosk Comment

EMAIL TYPES – MANUALLY GENERATED

COMMAND 24

Assigned Vehicle

- Request Mileage

Maintenance

- Maintenance Notification Email

Reservations

- Vehicle Removed
- Vehicle Change
- Change Request Completed
- Change Request Completed (Admin)
- Late Pickup Email (dispatcher-generated)
- Late Return Email (dispatcher-generated)

User Profile

- Expired License
- Update User Profile
- Welcome Email

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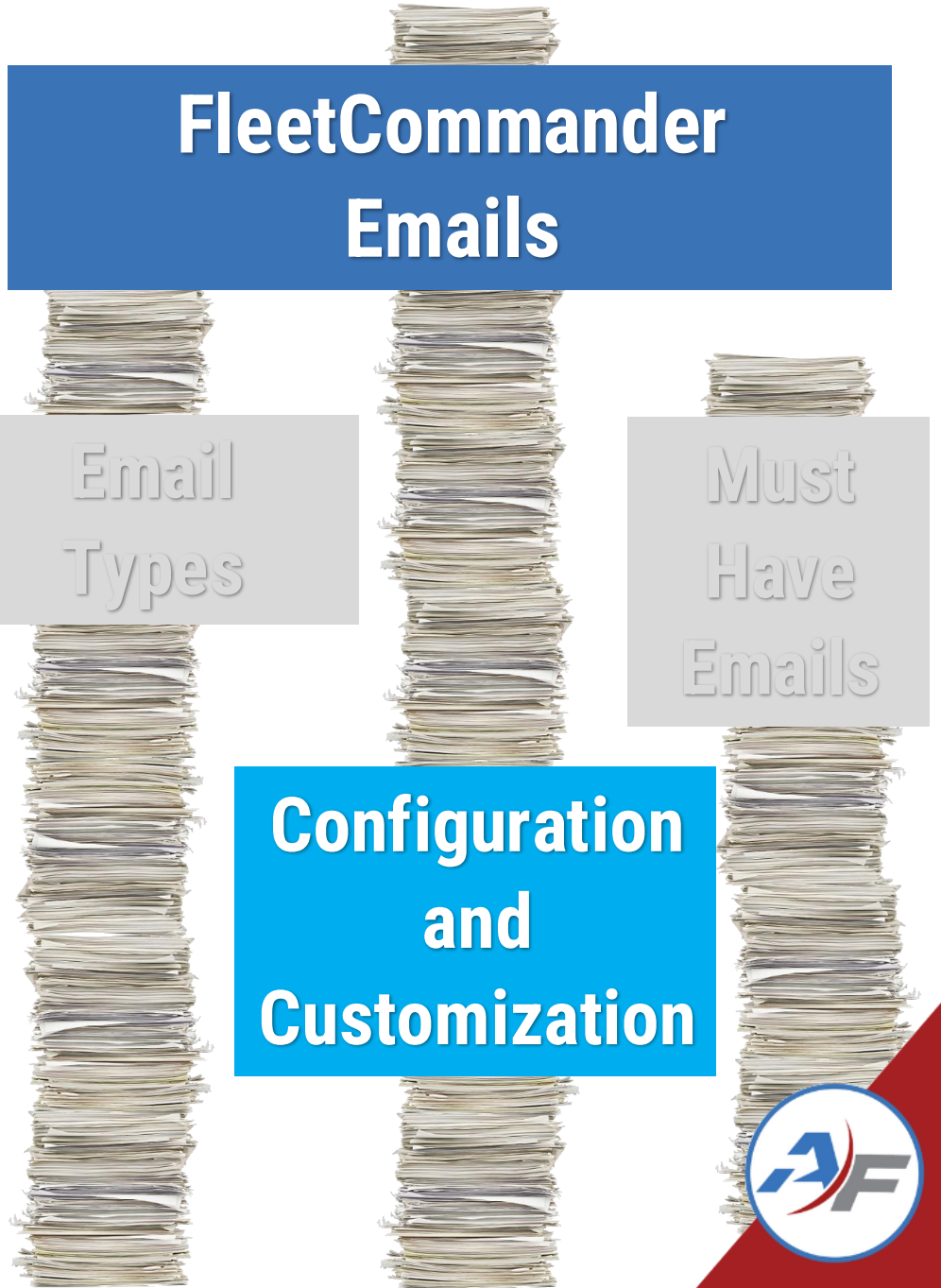


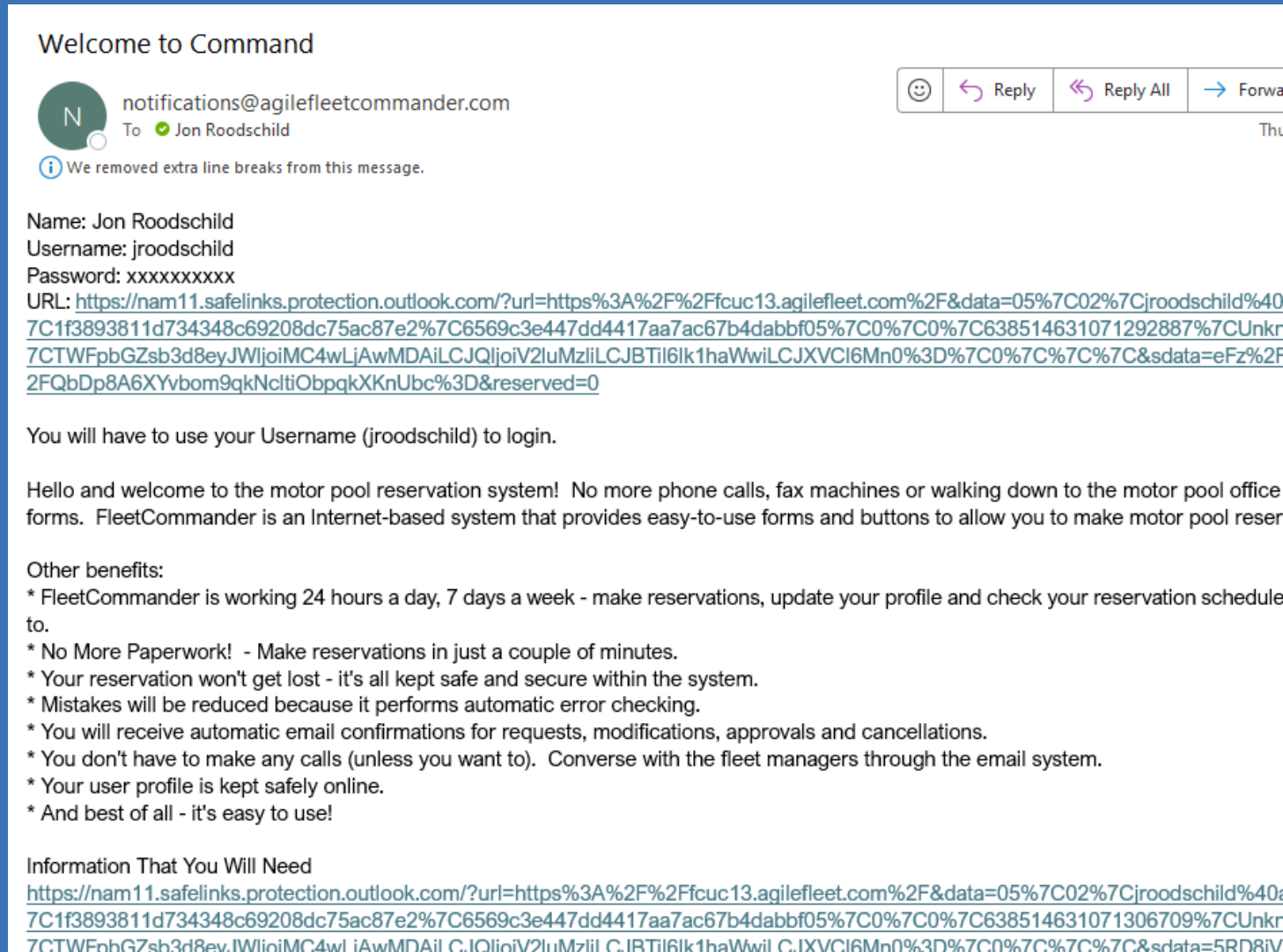
COMMAND 24

Customizing Emails

COMMAND 24

Managing Your Emails

- By default, FleetCommander emails are sent in **PLAIN TEXT**

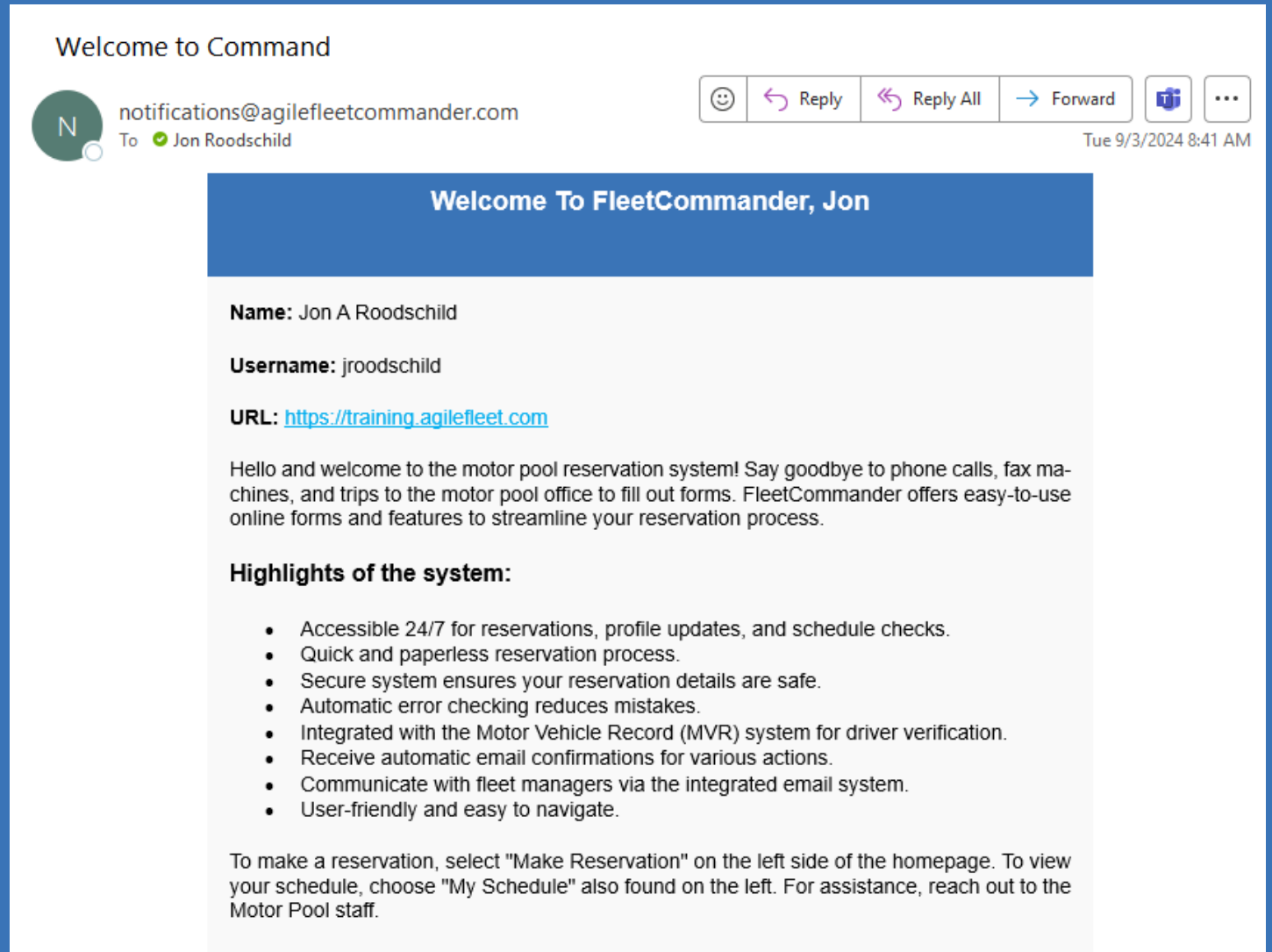


Customizing Emails

COMMAND 24

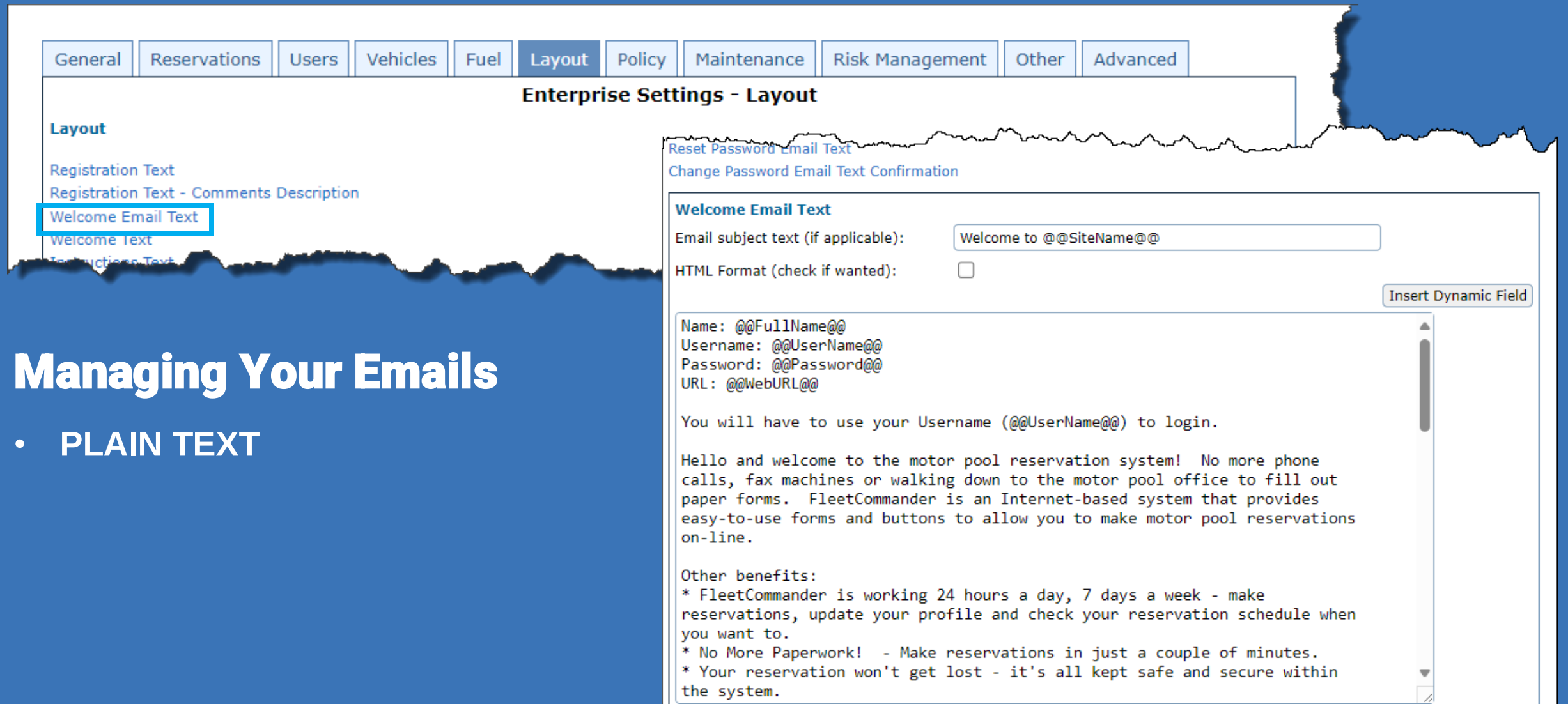
Managing Your Emails

- However, there is the option to present them in **HTML format**



Customizing Emails

COMMAND 24

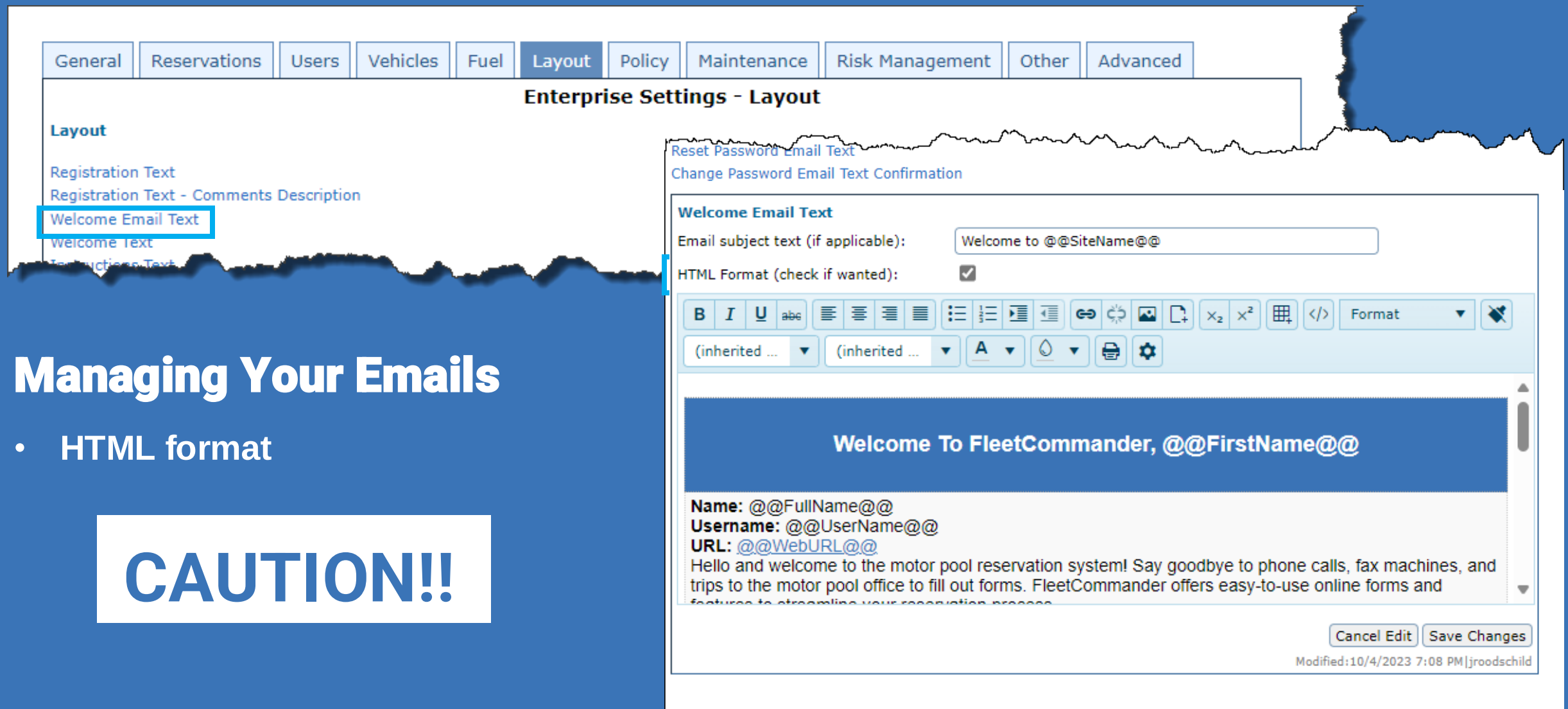


Managing Your Emails

- PLAIN TEXT

Customizing Emails

COMMAND 24

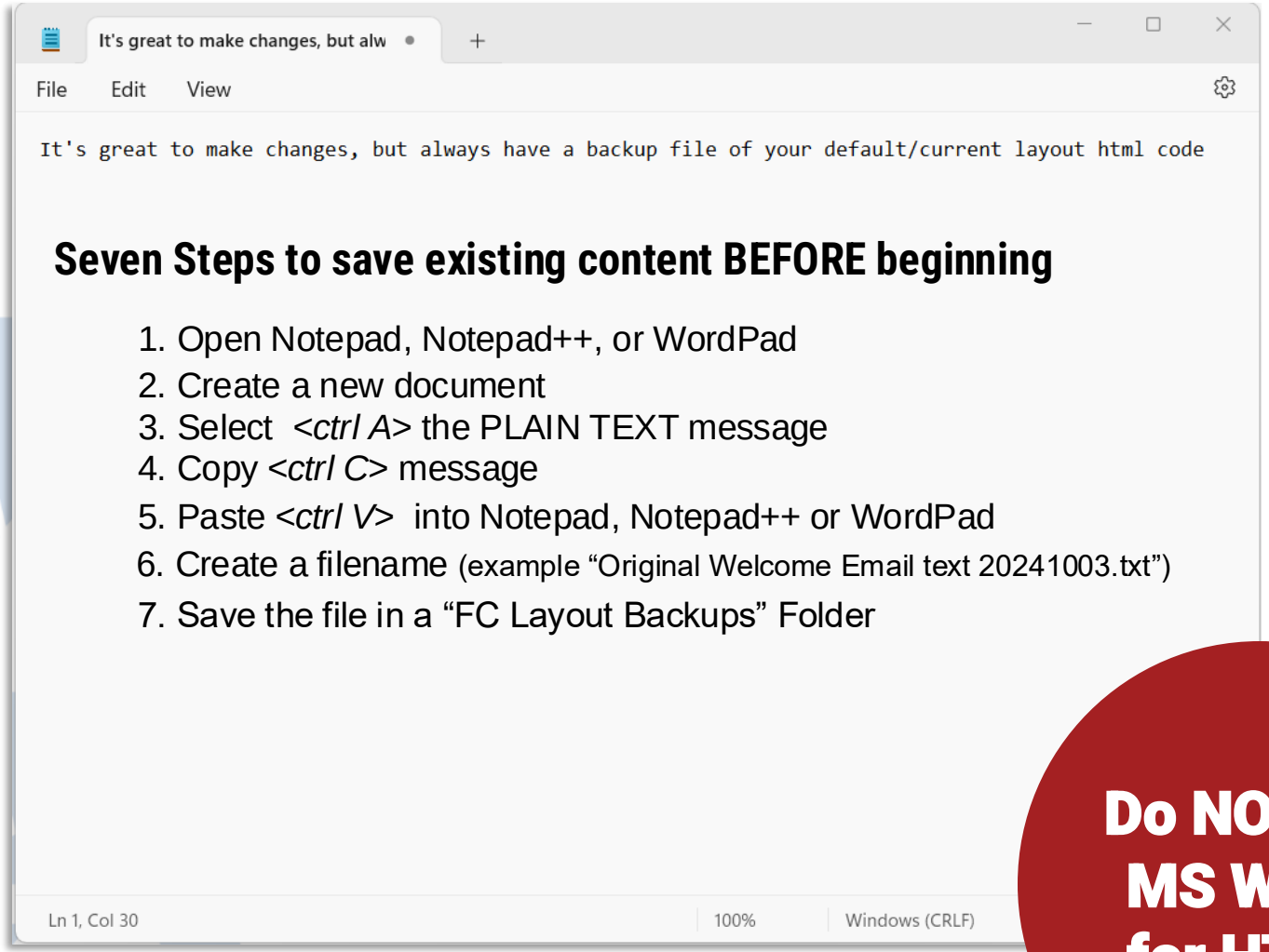


Managing Your Emails

- HTML format

CAUTION!!

Before You Make Changes



Do NOT use MS WORD for HTML!

COMMAND 24

Customizing Emails

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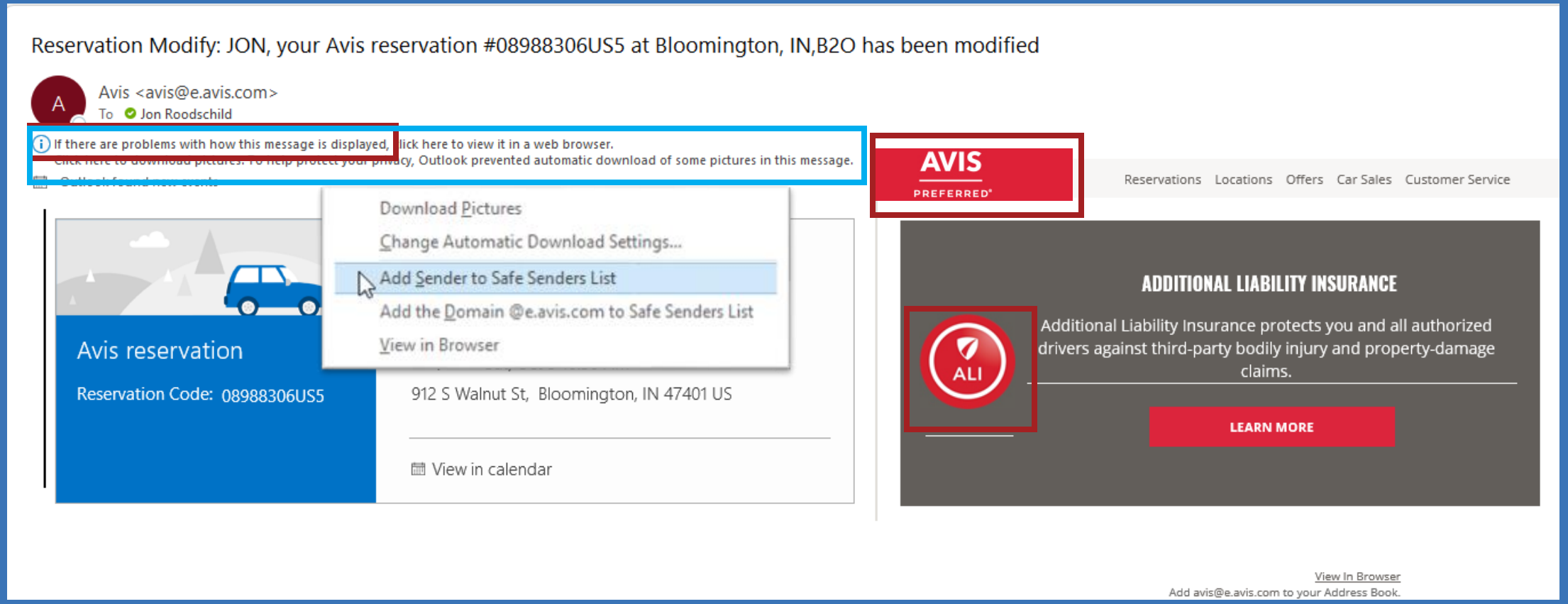


CAUTION!!

- Images in HTML email might need to be “unblocked”

Customizing Emails

COMMAND 24

What should you use?

Select the tool you are MOST comfortable using

HTML CODE

VS

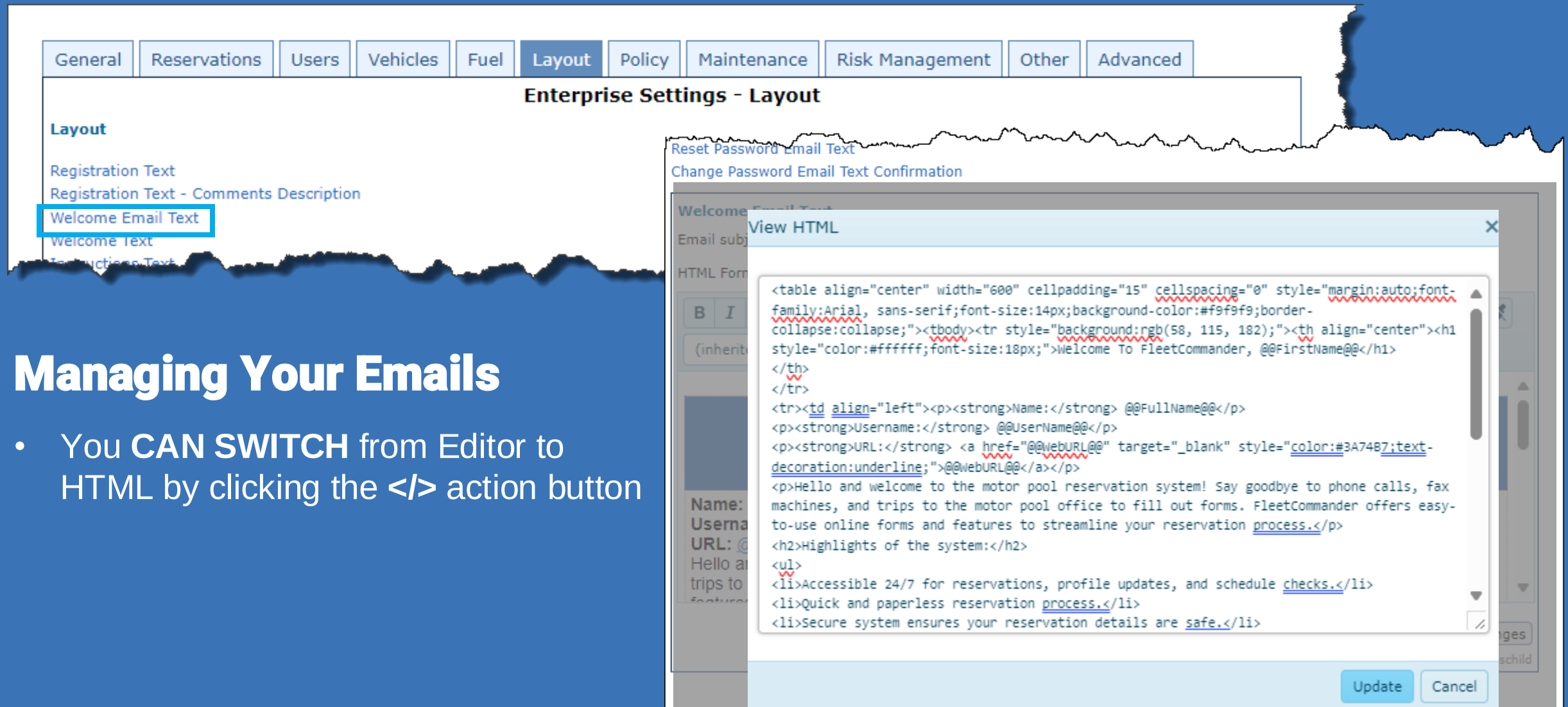
WYSIWYG

Html Wizards Welcomed!

COMMAND 24

Customizing Emails

COMMAND 24

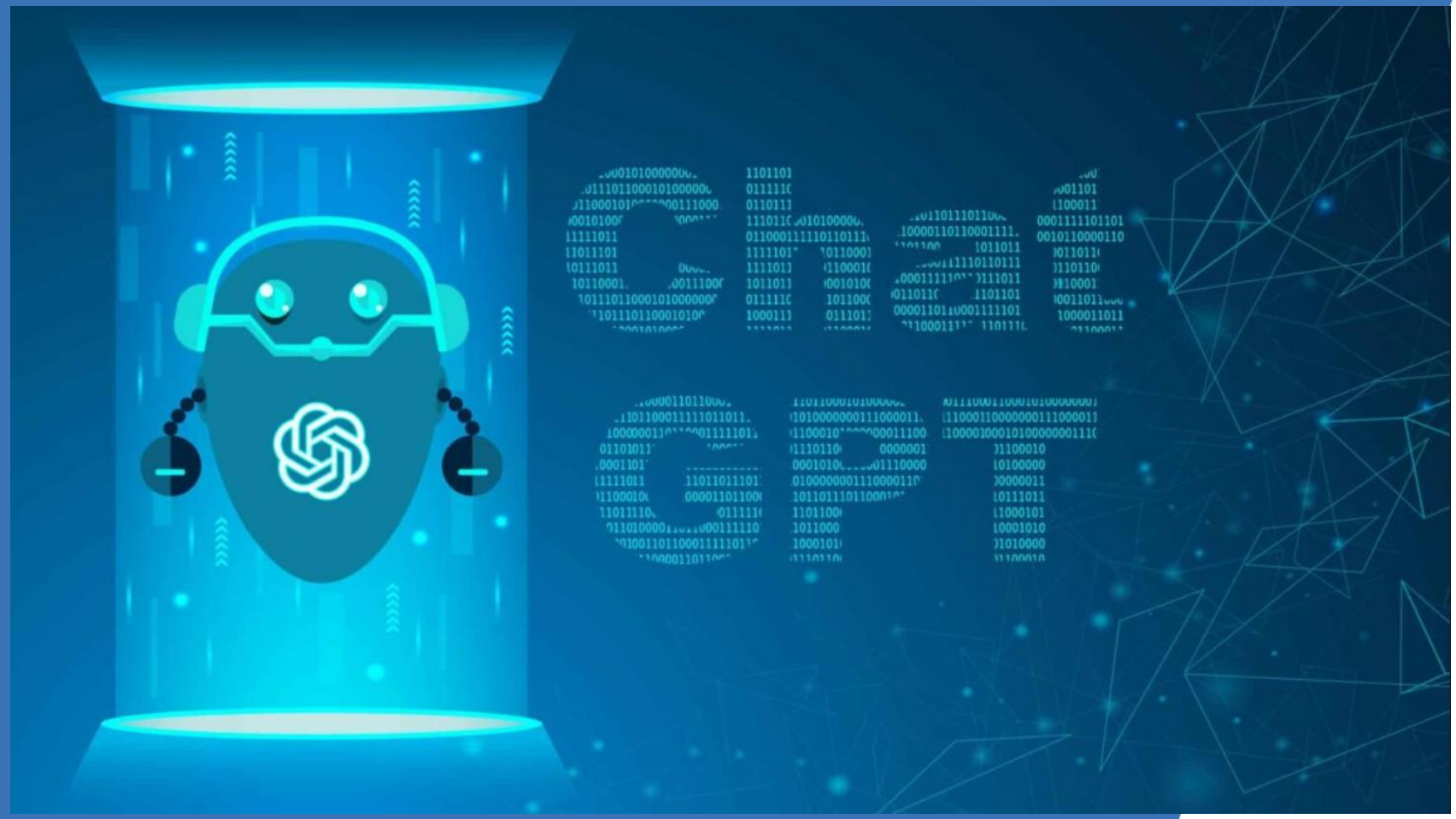


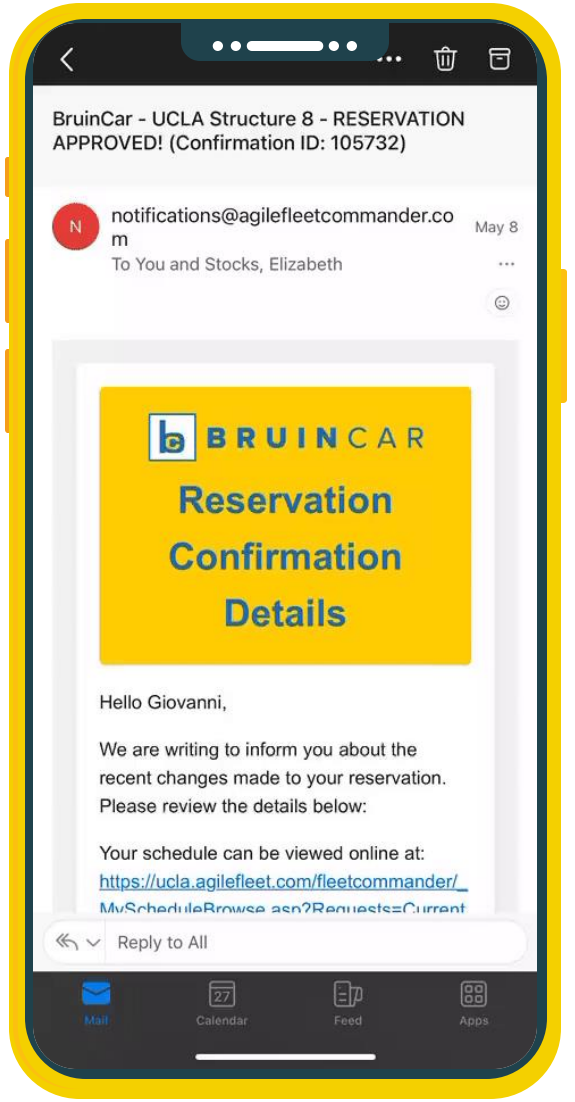
Managing Your Emails

- You **CAN SWITCH** from Editor to HTML by clicking the **</>** action button

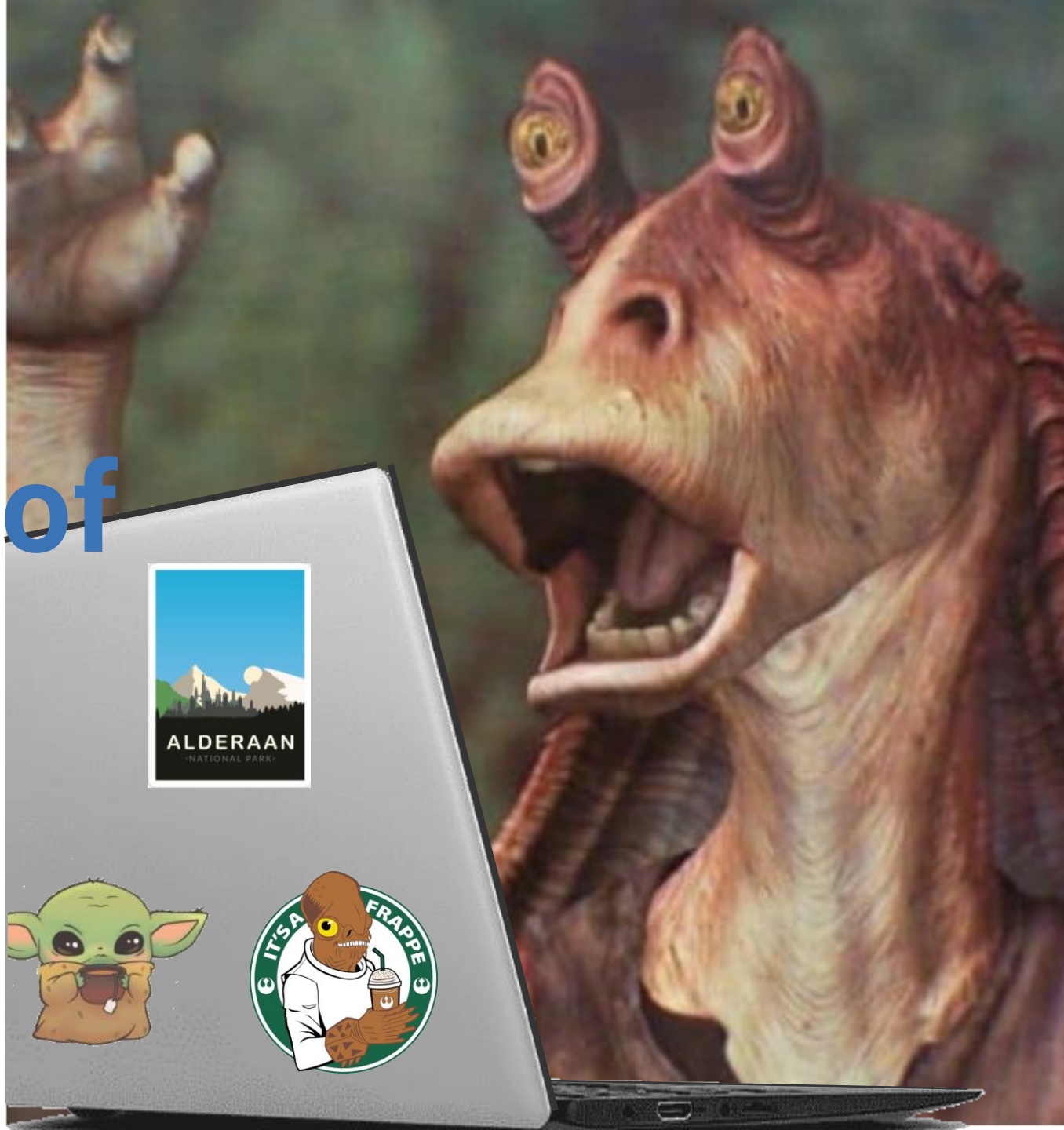
Customizing Emails

COMMAND 24





HTML for All the Rest of Us



COMMAND 24

Customizing Emails

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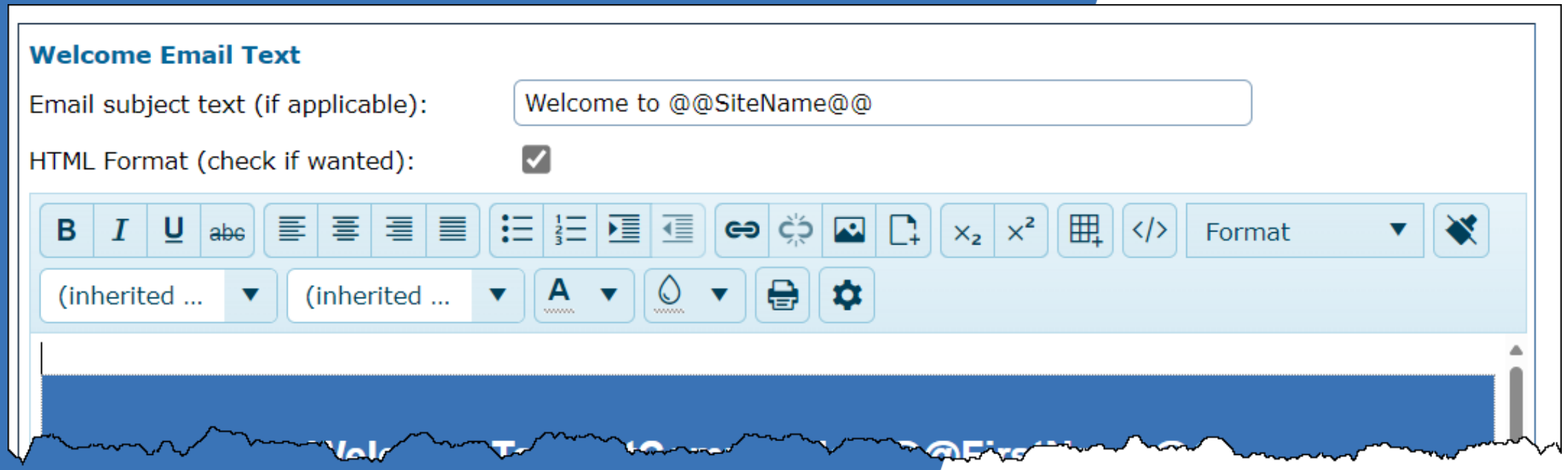
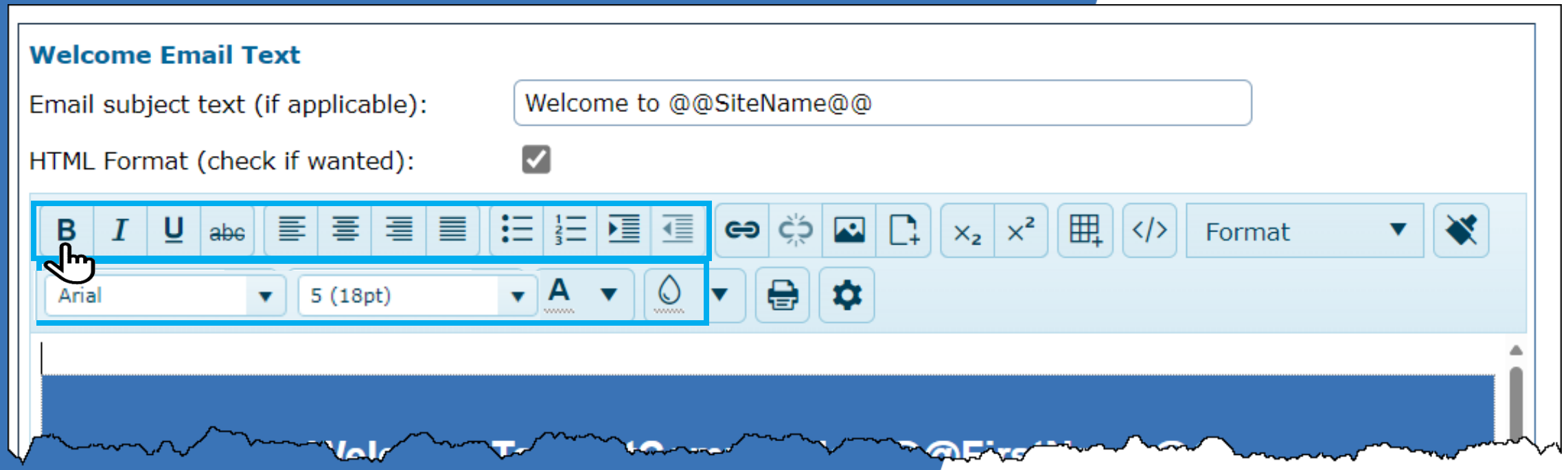


WYSIWYG Editor

- “what you see is what you get”
- Formatting with WYSIWYG uses ‘Word’ like tools.

Customizing Emails

COMMAND 24



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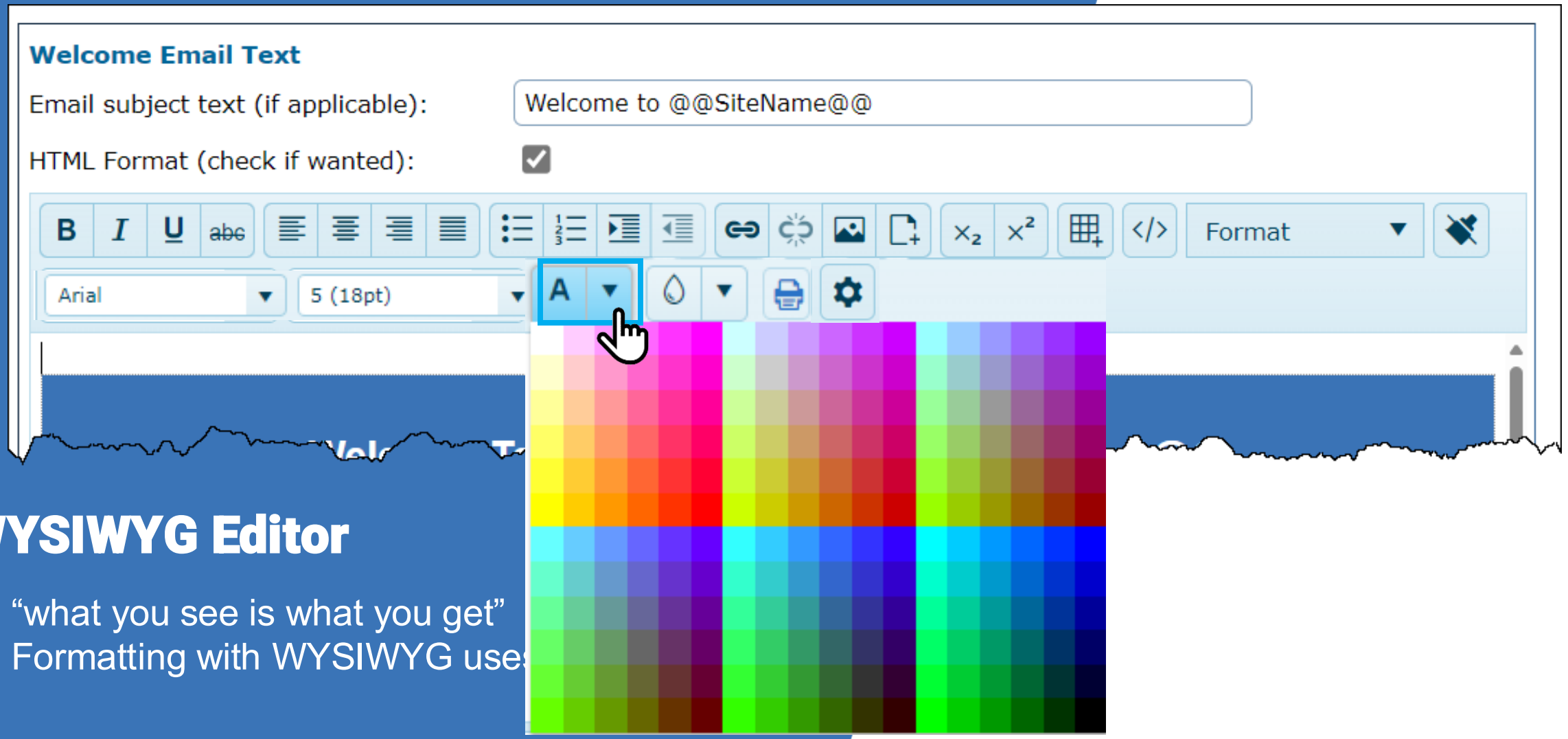

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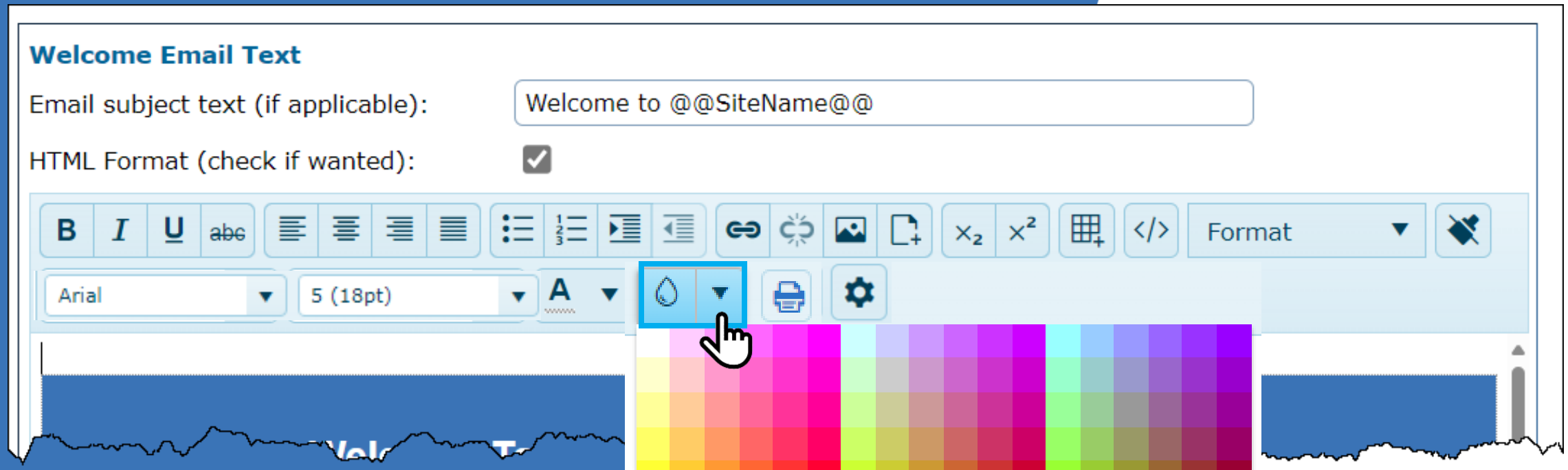

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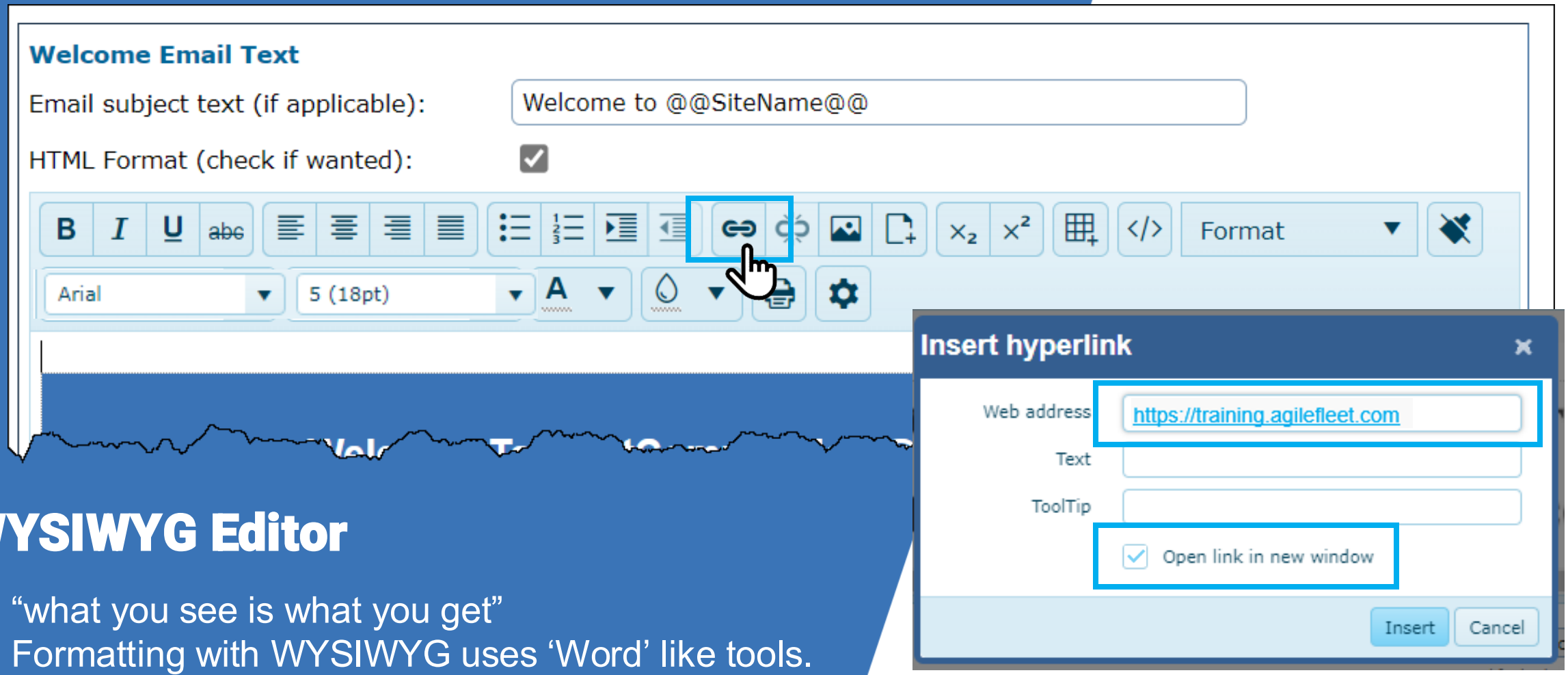

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Customizing Emails

COMMAND 24

Managing Your Emails

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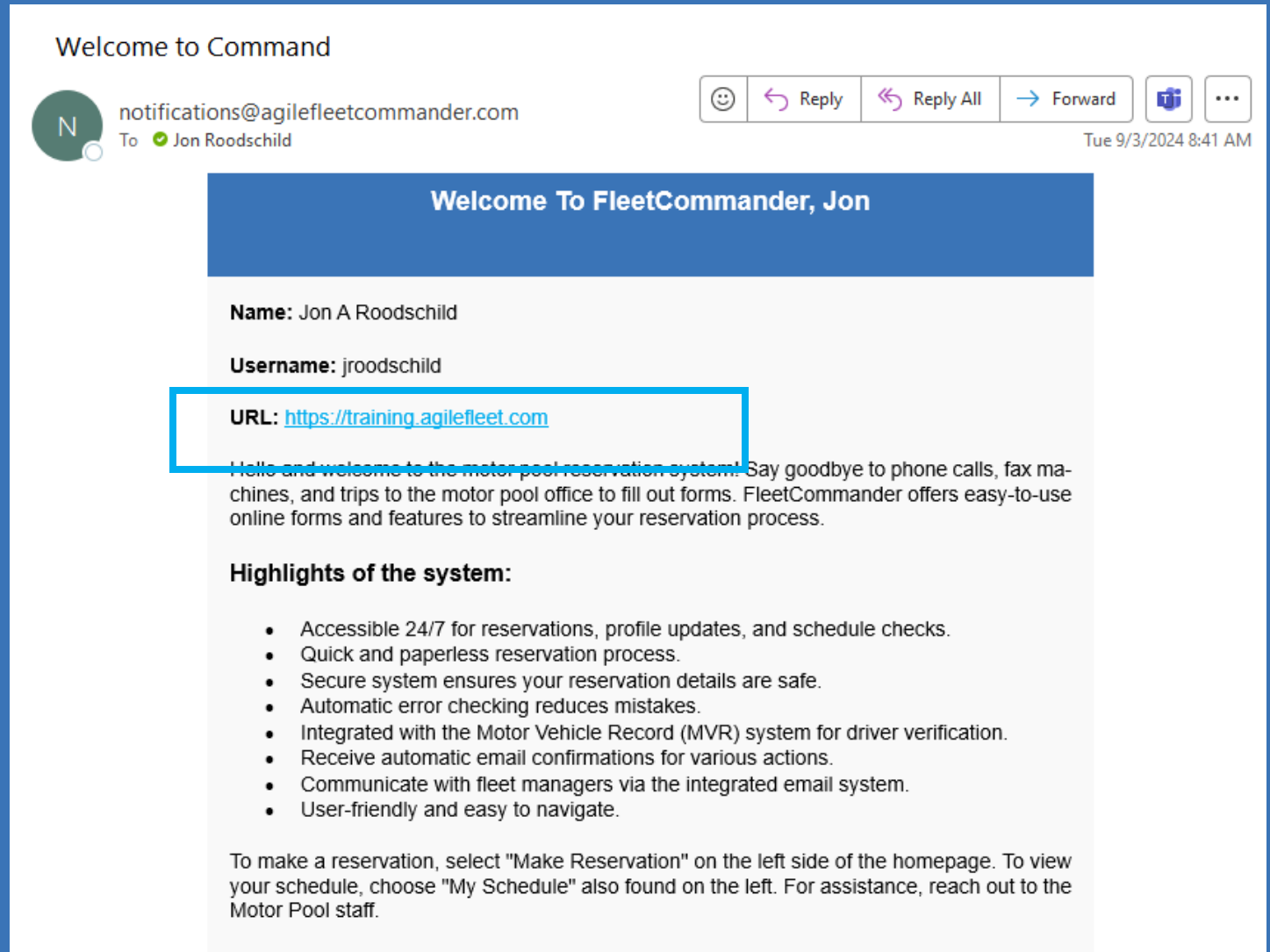

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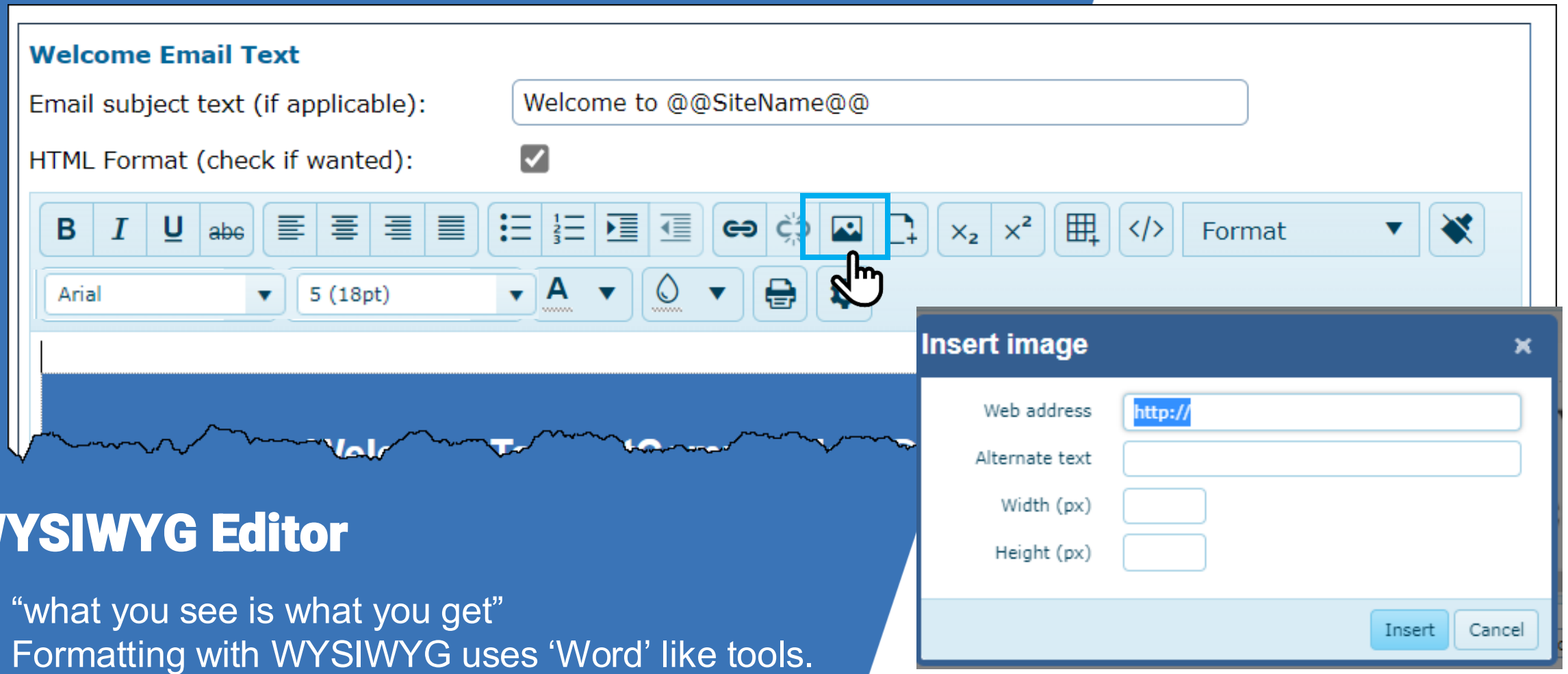

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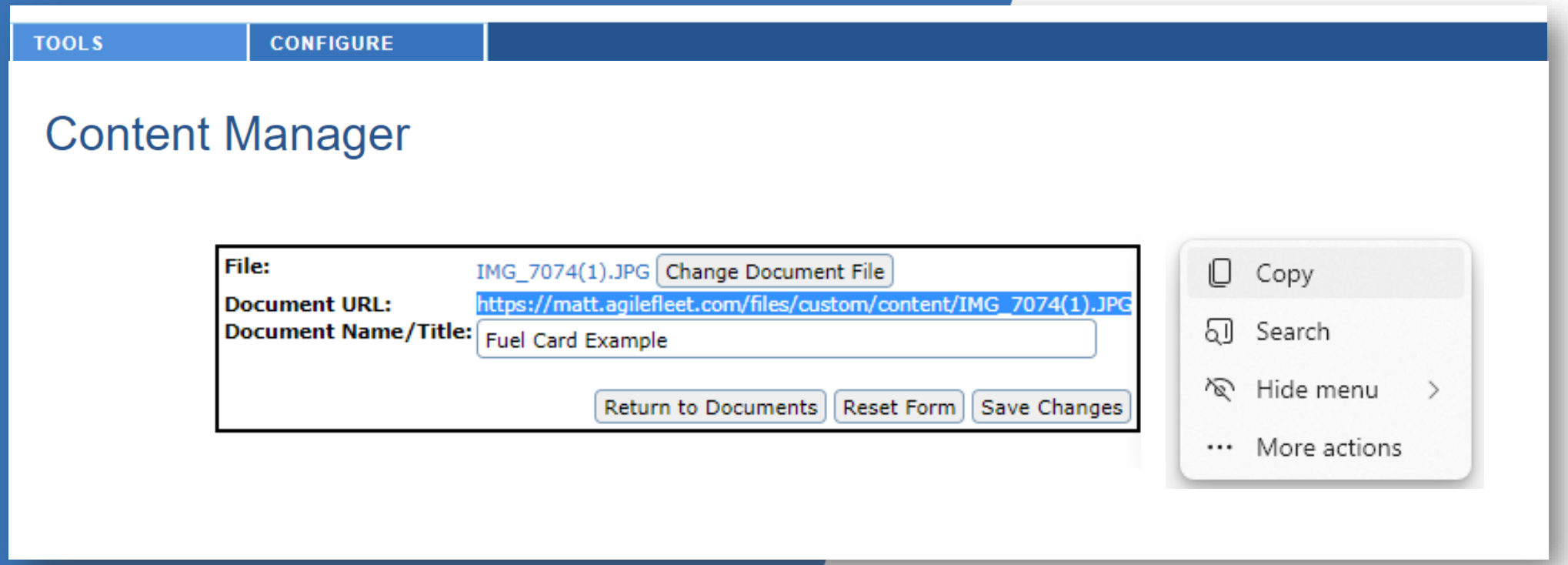

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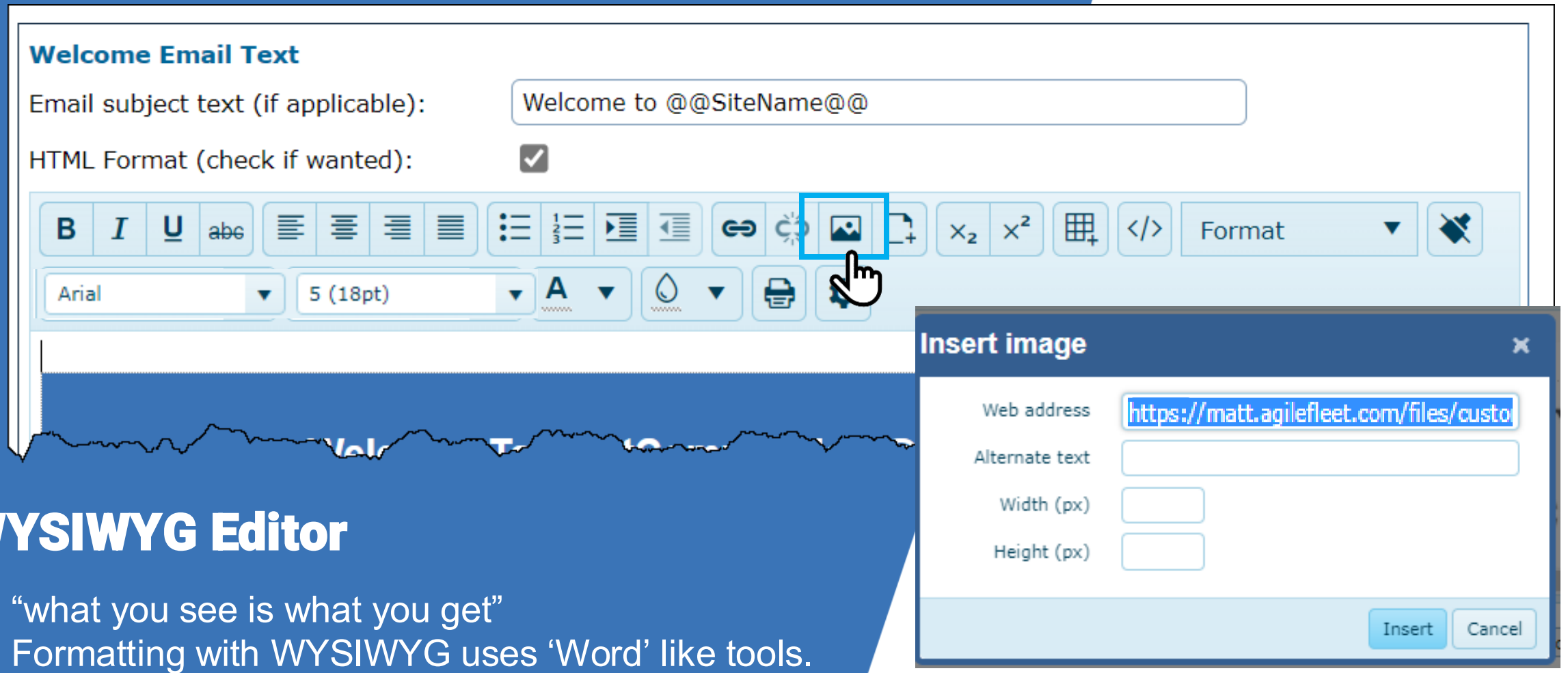

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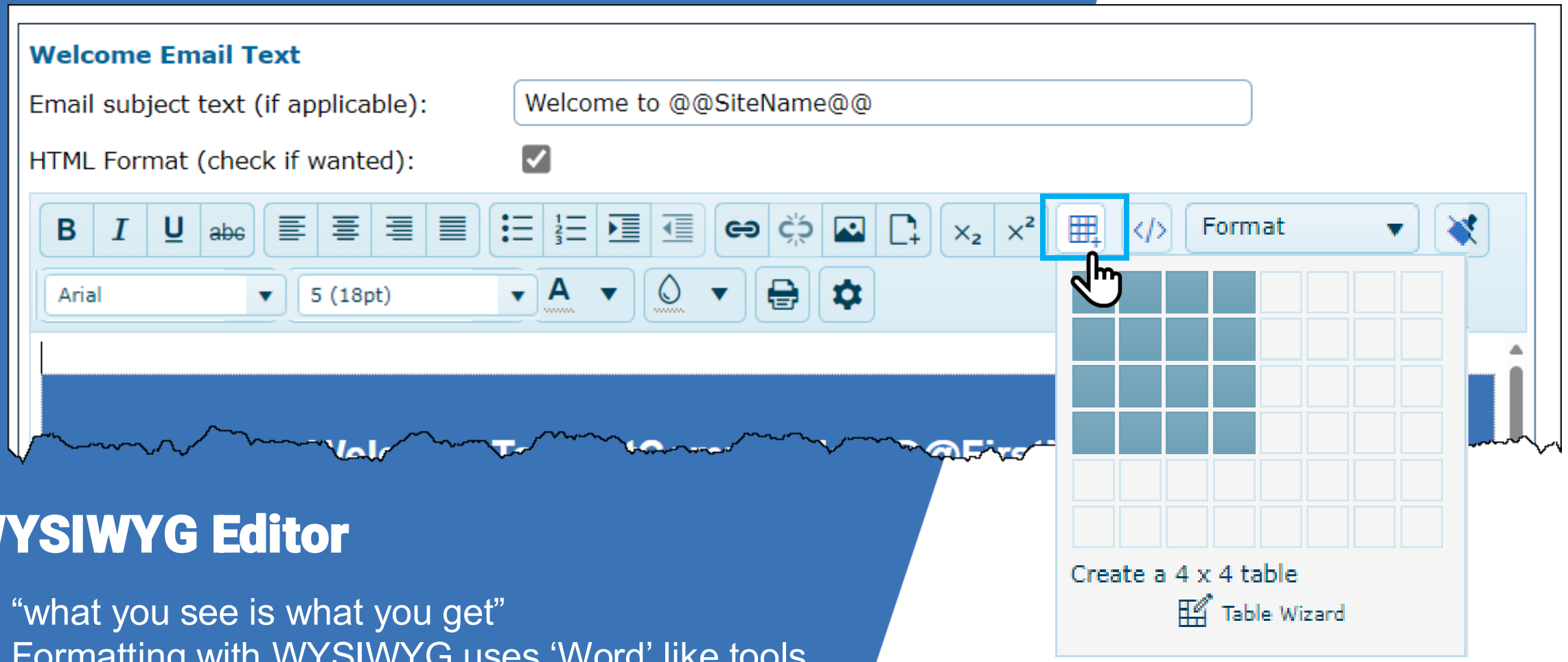

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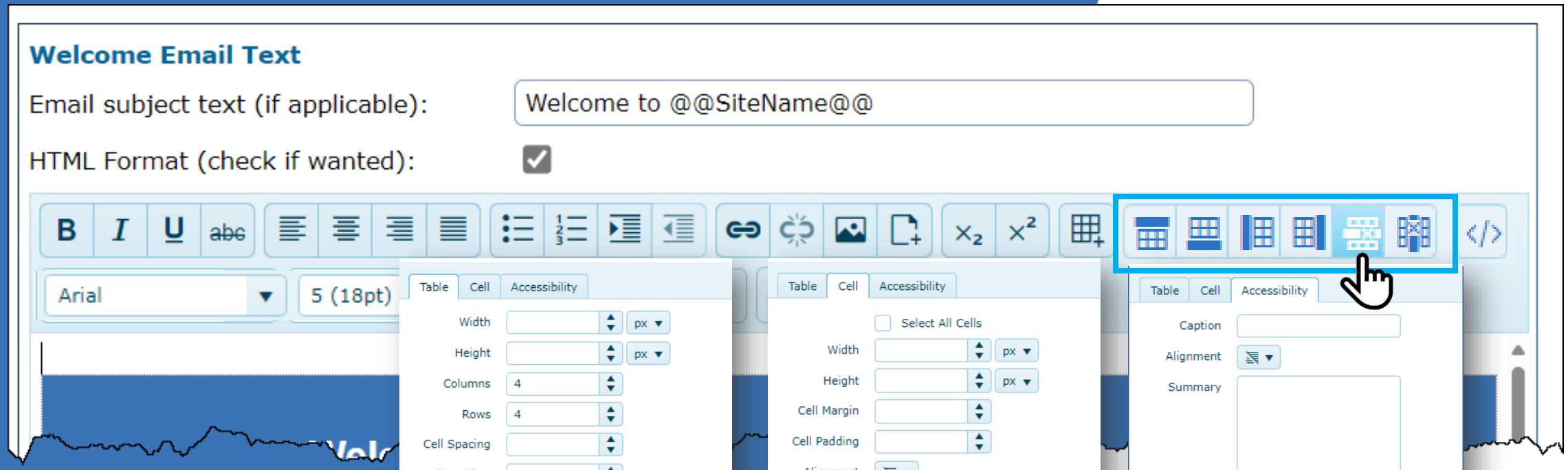

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- "what you see is what yo
- Formatting with WYSIW

Let’s Talk Tokens!

COMMAND 24

Customizing Emails

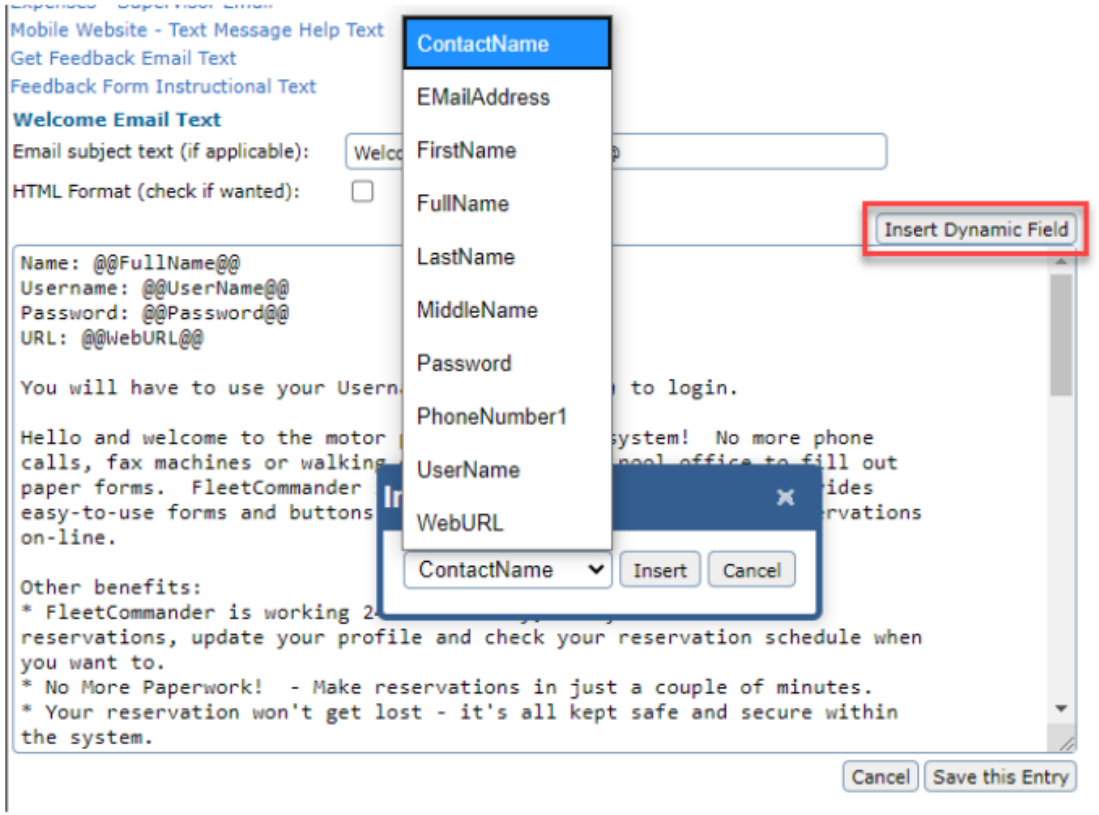
Download the Impactful Emails Supplement PDF for more details!

COMMAND 24

14.1.5.1.3 Using Dynamic Fields

Throughout layouts, Dynamic Fields may be available to use. This pulls information from a specific field within FleetCommander such a User Profile or Reservation Form. The list of fields available varies by Layout.

1. In the Plain Text Format, with the cursor in place of where the field should appear, click on the "Insert Dynamic Field" button to view the list of dynamic field options.



Select the desired field and press "Insert on the "Insert a Token" window. The field will now appear in the text. Press "Save this Entry" after all changes are made.

2. In HTML Format, use the gear shift icon if available to view the list of dynamic field options.

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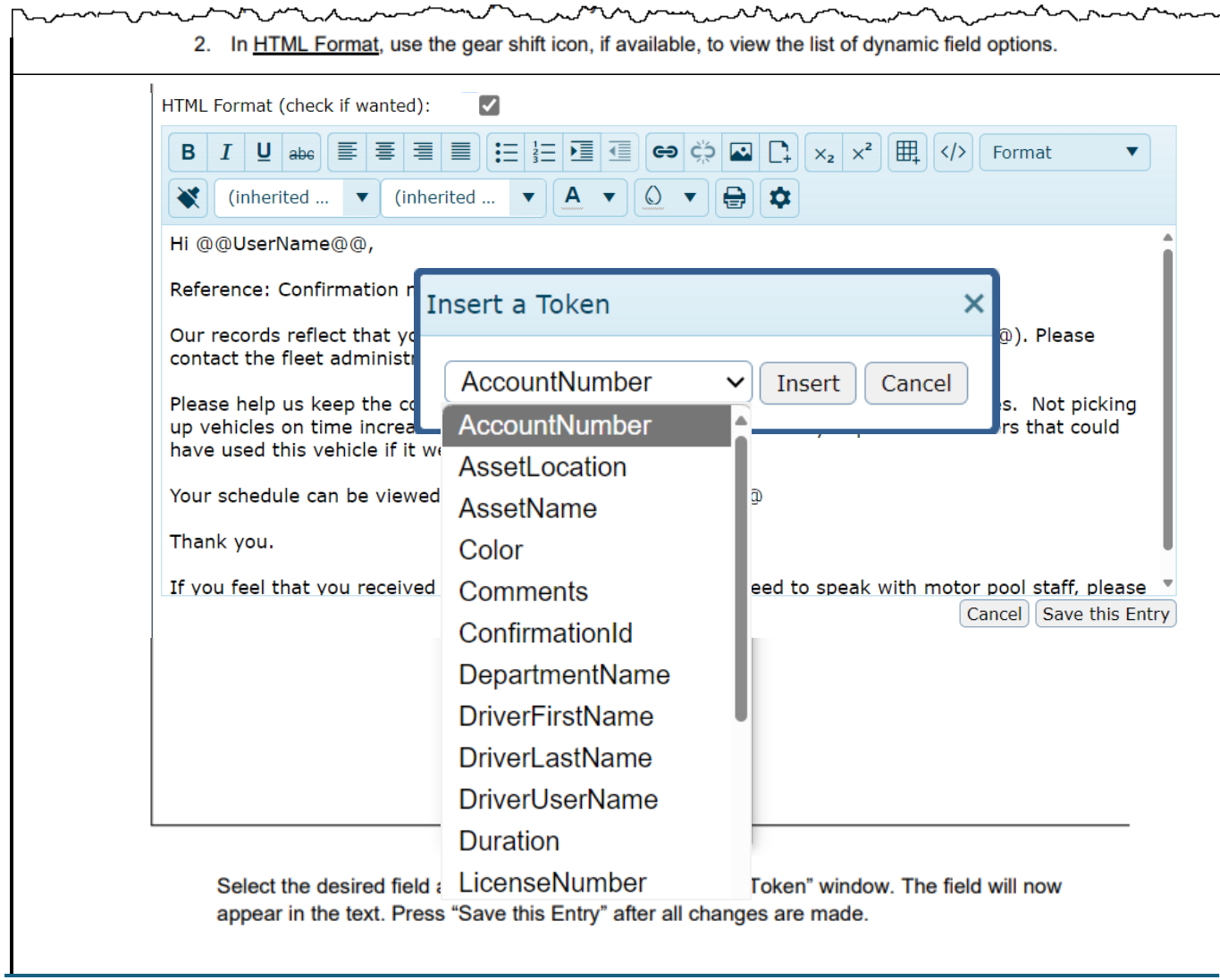
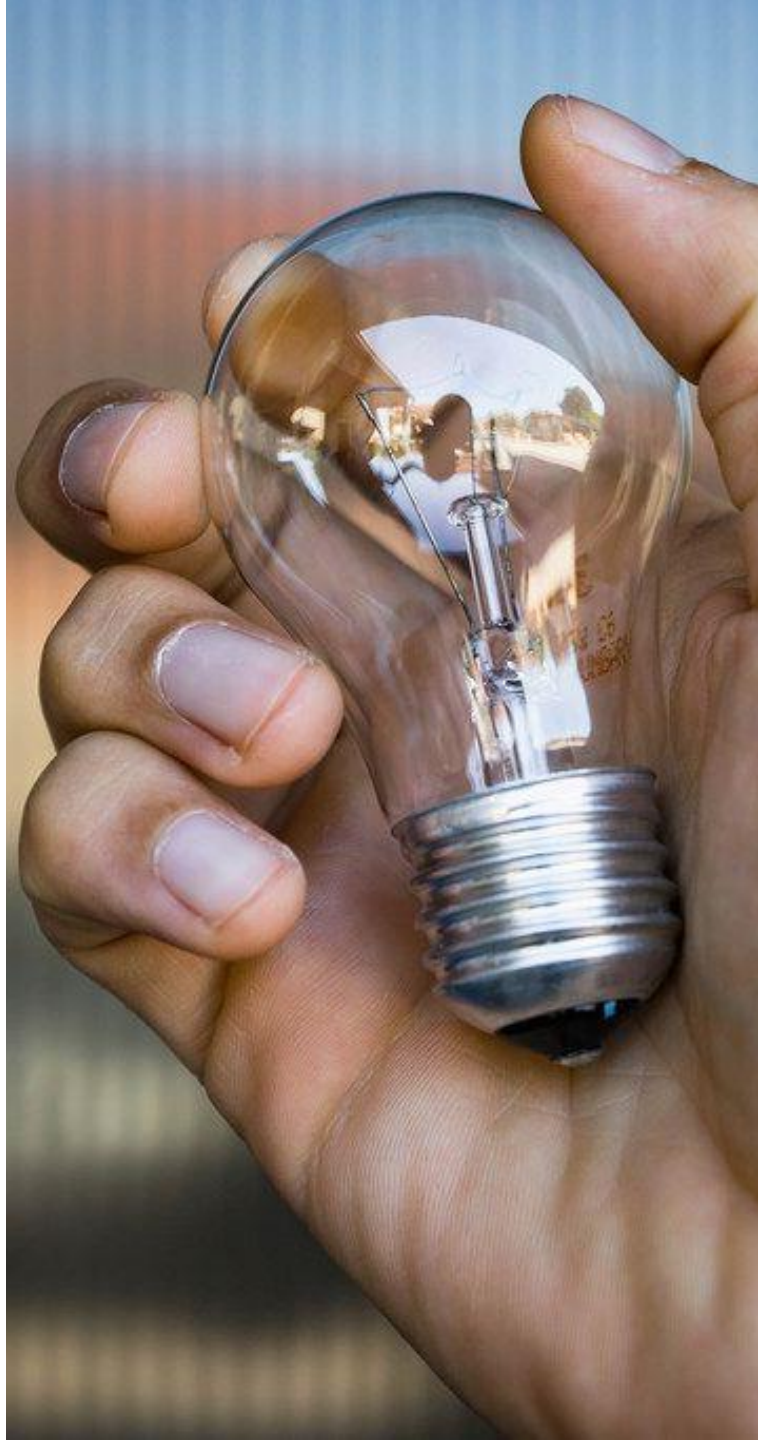


COMMAND 24

COMMAND 2024
Bright Ideas

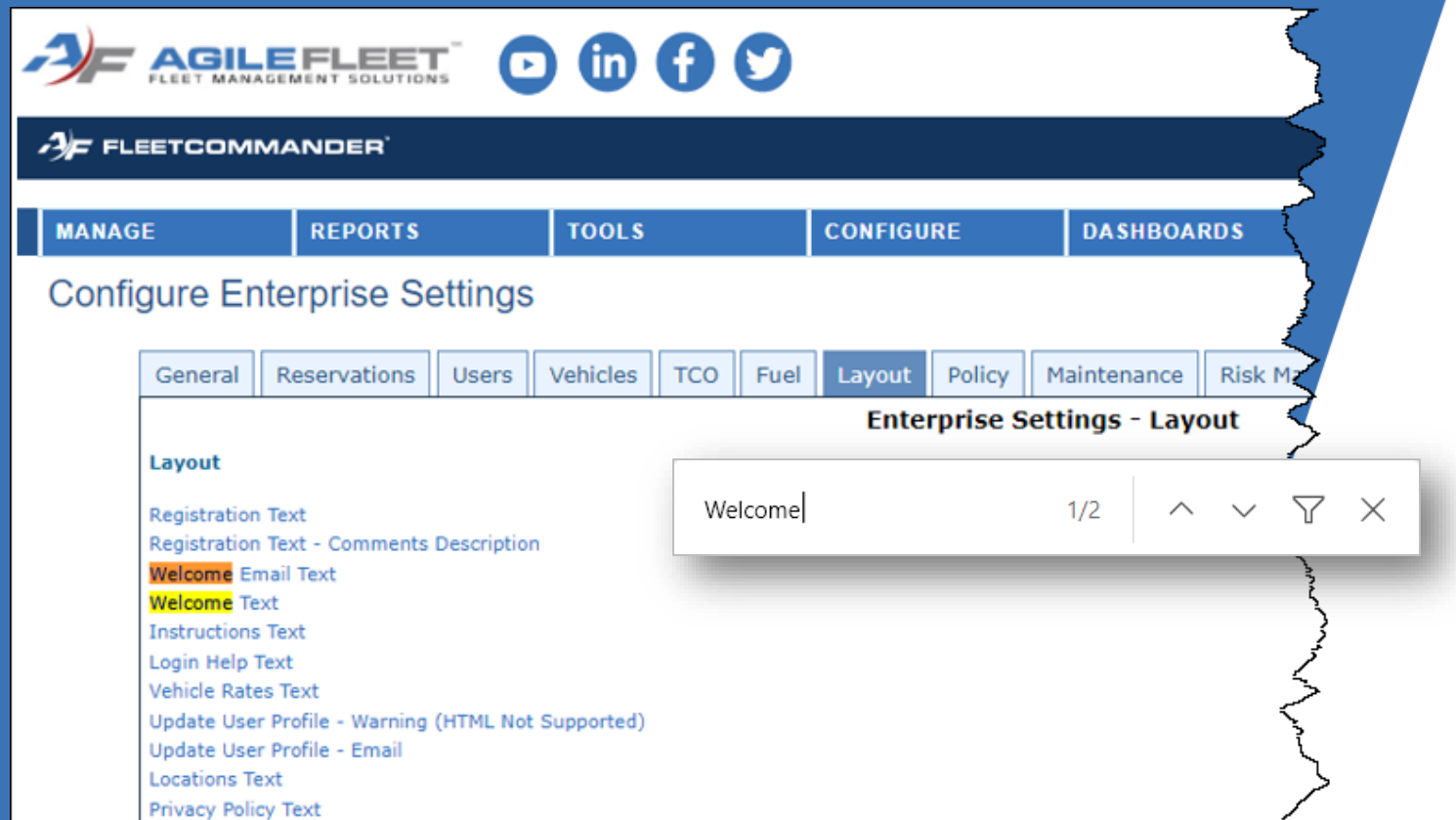


COMMAND 24

COMMAND 2024 Bright Idea

Use <ctrl F> to conduct KEYWORDS SEARCHES…

in Configuration> Layout Tab



COMMAND 2024 Bright Idea

Use <ctrl F> to conduct KEYWORDS SEARCHES…

in FC Admin Manual (PDF)

Agile FleetCommander™ System Admin Manual

Welcome Text: The "Welcome Text" is displayed on the Home Page of FleetCommander after a successful login.
Instructions Text: The "Instructions Text" is displayed on the Home Page of FleetCommander after clicking on the Instructions link found in the bottom-left
Login Help Text: The "Login Help Text" is displayed on
login prompt.
Vehicle Rates Text: The "Vehicle Rates Text" is displayed on the Home Page of FleetCommander after clicking on the Vehicles and Rates link found in the bottom-left navigation bar.
Update User Profile - Warning (HTML Not Supported): The "Update User Profile – Warning" is displayed in a warning pop-up when a User Profile Update is needed after login. This layout is not HTML supported.
Update User Profile – Email: The "Update User Profile – Email" is sent when using the User Profile Notification tool.
Locations Text: The "Locations Text" is displayed on the Home Page of FleetCommander after clicking on the Locations Text link found in the bottom-left navigation bar.
Privacy Policy Text: The "Privacy Policy Text" is displayed on the Home Page of FleetCommander after clicking on the Privacy Policy link found in the bottom-left navigation bar.
Contact Us Text: The "Contact Us Text" is displayed on the Home Page of FleetCommander after clicking on the Contact Us link found in the bottom-left navigation bar.
FAQ Text: The "FAQ (Frequently Asked Questions) Text" is displayed on the Home Page of FleetCommander after clicking on the FAQ link found in the bottom-left navigation bar.
Terms of Use Text: The "Terms of Use Text" is displayed on the Home Page of FleetCommander after

Welcome 14/17

COMMAND 2024 Bright Idea

Use <ctrl F> to conduct KEYWORDS SEARCHES…

within Report Outputs in HTML

User Detail Extra Report

Primary Phone: (571) 498-7
Secondary Phone: (571) 498-75
Fax: (571) 498-75

Agile Success Fleet Site
14101 Willard Road
Chantilly, VA 20151

Red 3/5

UserId	Last Name	First Name	Middle Name	Salutation	Username	Last Password Change	Last Login	Access Groups	Usage Types	Status	Time Zone	E
93	.Saunders	Harlan			hsaunder		08/04/2020 07:16 PM	Standard, Live-Training	Short Term Rental,Seasonal Rental,Yearly Rental	Enabled	Central Standard Time	
226	Roodman	Red			bbonestr			Standard, Live-Training	Short Term Rental,Seasonal Rental	Enabled	Central Standard Time	
461	Aggarwal	Raj			rka		04/04/2016 02:55 PM	Standard, Live-Training	Short Term Rental,Seasonal Rental	Disabled	Central Standard Time	

COMMAND 2024 Bright Idea

Use <ctrl F> to conduct KEYWORDS SEARCHES…

in Reservation> Assign Vehicle

Cancel (Back) | Add Alert | OK (Assign Vehicle) | OK (Assign, Approve) | OK (Assign, Approve, Dispatch)

Vehicle Optimization Chart Criteria

Site: Transportation Services | Location: All Locations | Type: - Any Type - | Usage: Short Term Rental | Occupants: 1

Chart Start Date: 10/03/2024 | Vehicle sort order: Alphabetical | Day View / Hour View

1002620 1/1

Displaying 1 - 100 of 567 vehicles

Vehicles displayed per page: 100

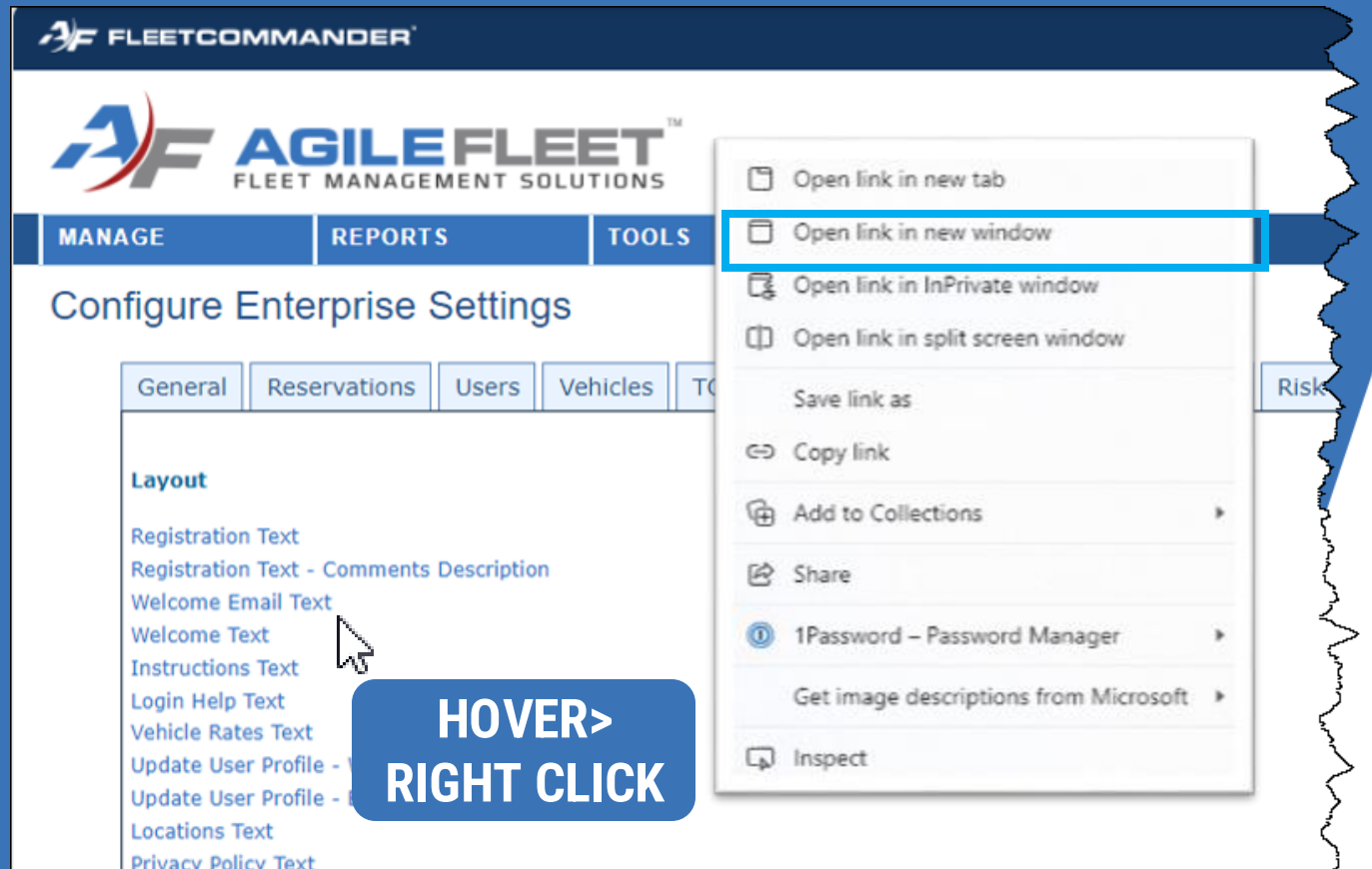
Legend

First | Previous | Next | Last — Page 1 of 6

Vehicle		Week 10/3 - 10/9							Week 10/10 - 10/16				
		Thu 10/3	Fri 10/4	Sat 10/5	Sun 10/6	Mon 10/7	Tue 10/8	Wed 10/9	Thu 10/10	Fri 10/11	Sat 10/12	Sun 10/13	Mon 10/14
1001017A Transport Service													
1001017B													
1001220	D												
1001409													
1002319													
1002620													
1003514													
1004220	LR												
1005214													
1009014													
1009417													

COMMAND 2024 Bright Idea

Enlarge your view of WYSIWYG via “Open link in new window”



Session Inbox

Importance of Effective Email Communication

Anatomy of an Email

Common Email Mistakes

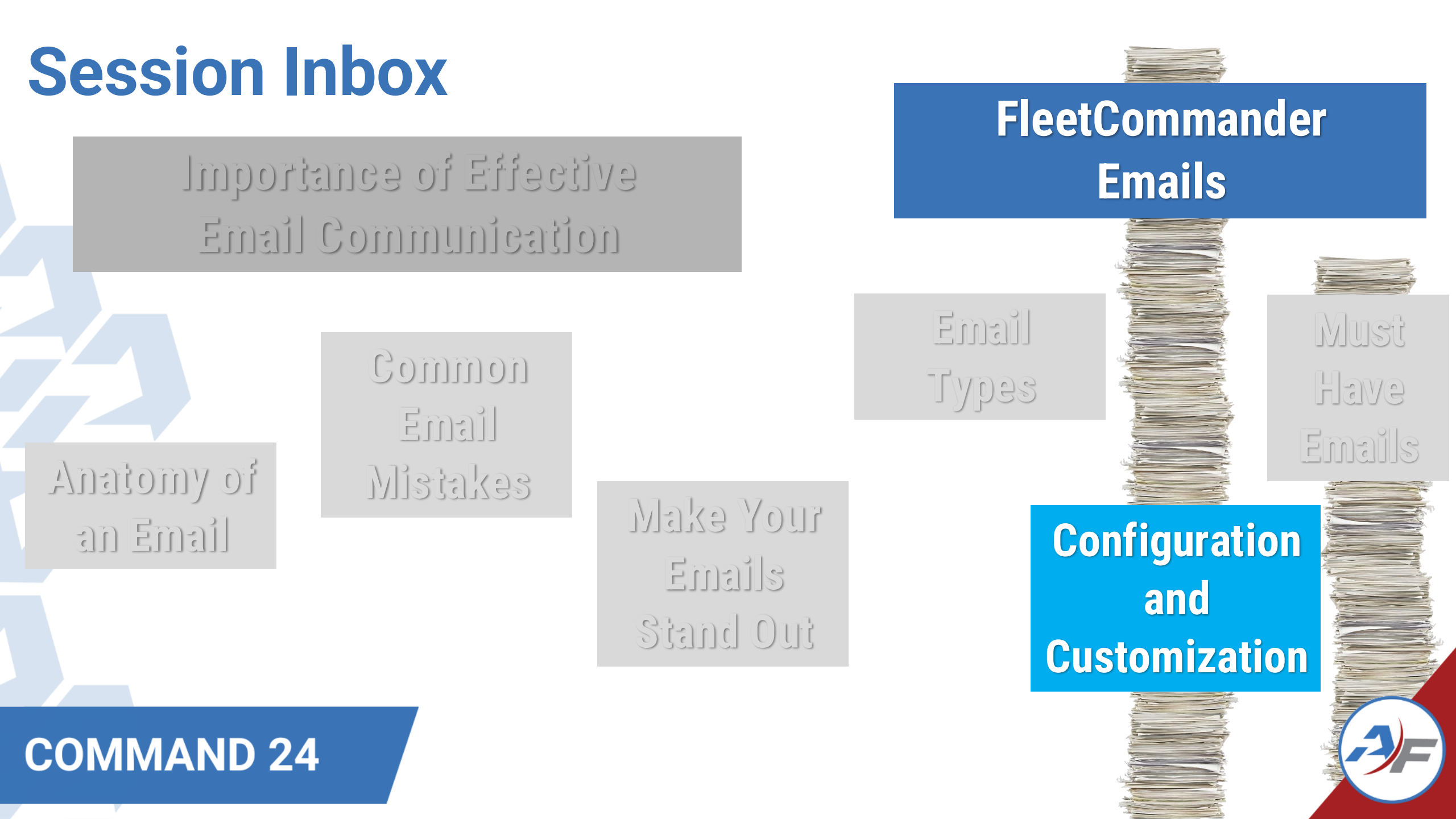
Make Your Emails Stand Out

FleetCommander Emails

Email Types

Must Have Emails

Configuration and Customization



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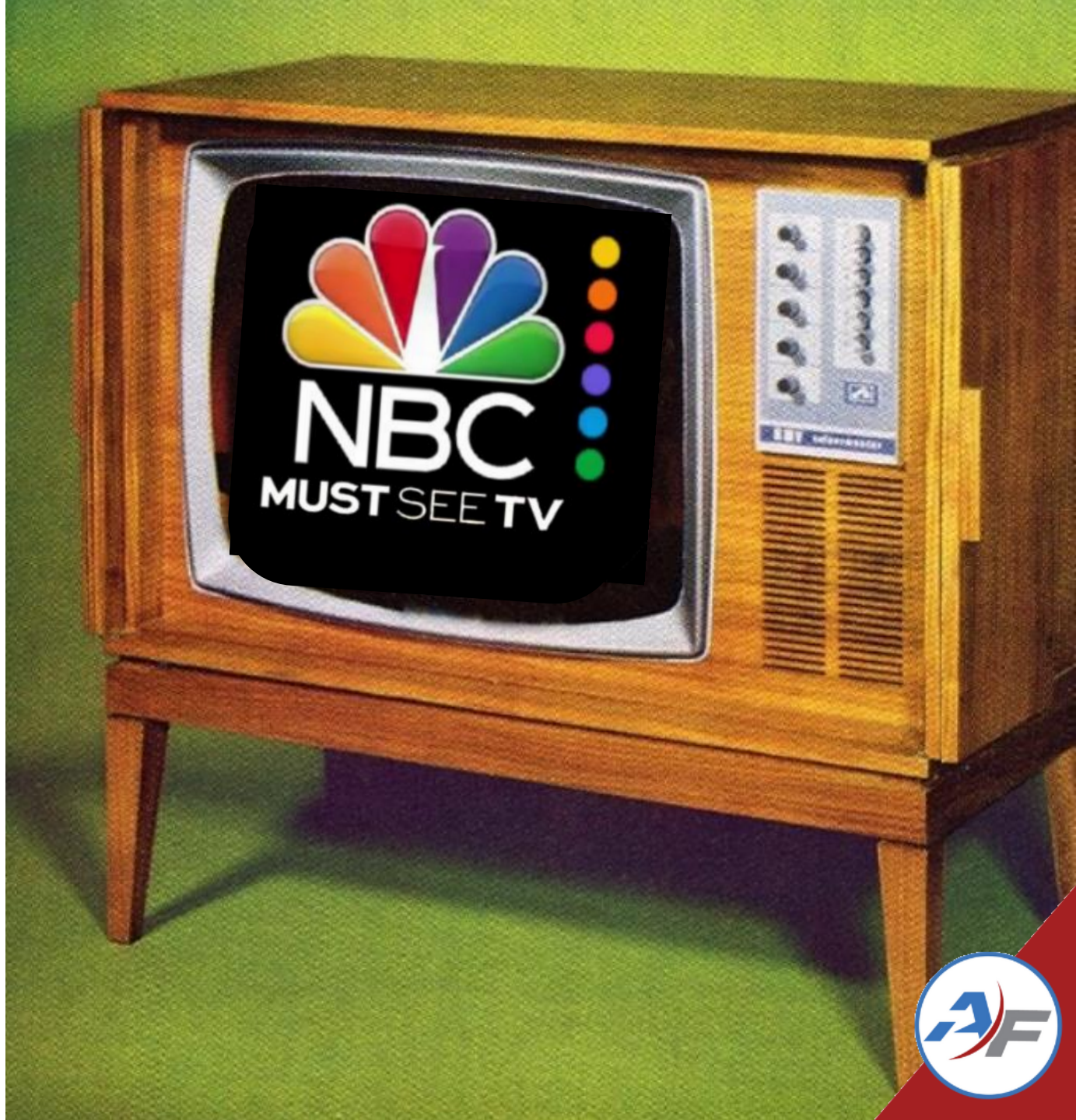
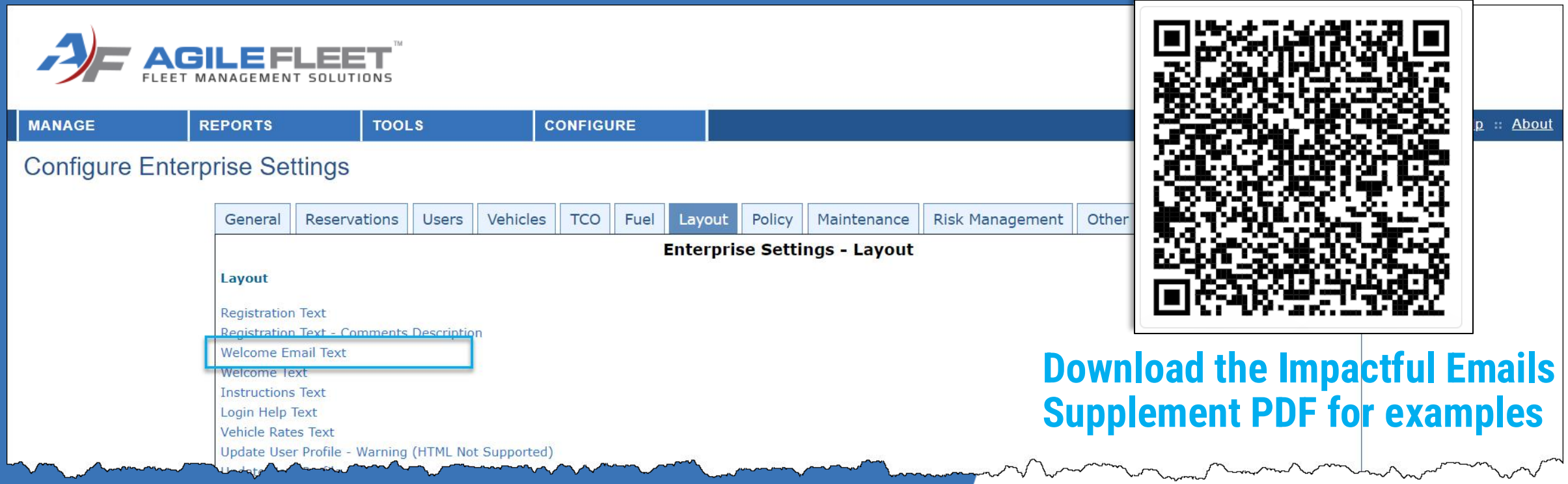


Must Have Emails

COMMAND 24



Download the Impactful Emails Supplement PDF for examples

To edit these emails, go to CONFIGURE>ENTERPRISE>LAYOUT

Must Have Emails

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AGILEFLEET™
FLEET MANAGEMENT SOLUTIONS

MANAGE | REPORTS | TOOLS | CONFIGURE | About

Edit Site Settings: Layout

General | Reservations | Users | Vehicles | Layout | Locations | Kiosks | Billing Rates

County Motor Pool Site Settings - Layout

Layout

- Registration Email Text
- Registration Confirmation Text
- Maintenance Notification Email
- Mileage Request Email
- Make Reservation Help Text - Reservation Form
- Make Reservation - Comments Description
- Make Reservation Help Text - Confirm Page
- Reservation Email - Late Pickup Email Text
- Reservation Email - Late Return Email Text
- Reservation Email - New request
- Reservation Email - Modification by requestor
- Reservation Email - Driver change request
- Reservation Email - Change request completed
- Reservation Email - Reservation cancelled
- Reservation Email - Reservation approved

Download the Impactful Emails Supplement PDF for examples

To edit these emails, go to CONFIGURE>SITE>SITE NAME>LAYOUT

Must Have Emails

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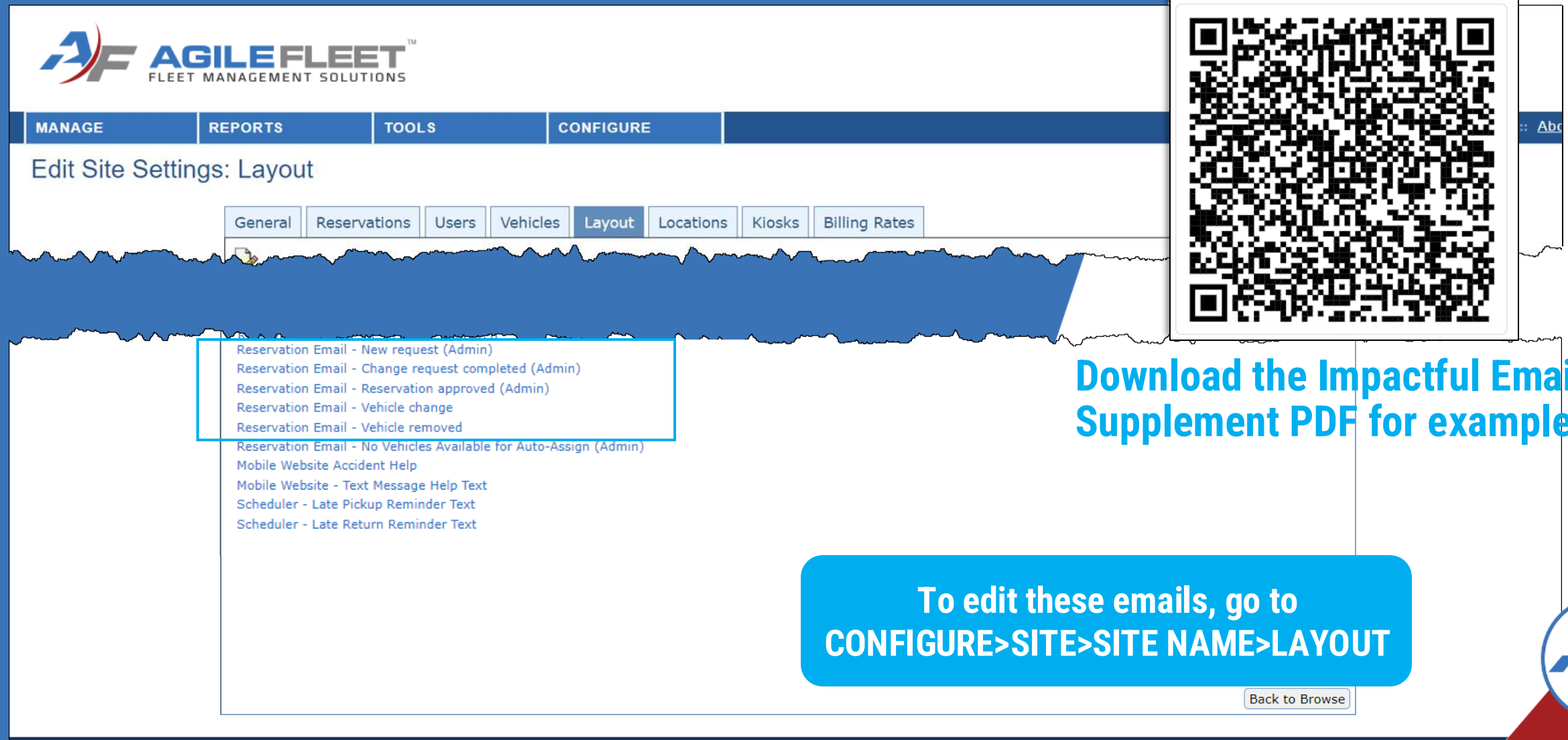

Download the Impactful Emails Supplement PDF for examples

To edit these emails, go to CONFIGURE>SITE>SITE NAME>LAYOUT

Must Have Emails

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Note To Self

Email yourself at least one idea from this session you want to APPLY, ADAPT, or ADOPT

COMMAND 24

Wrap-Up

COMMAND 24

Questions?
Next Up: Billing & Rate-Setting

THANK YOU