

A VELOFIX CASE STUDY

National Fleet Service Coverage



OVERVIEW

The British Airways Flying Staff Recreation Club (BAFSRC) is dedicated to providing world-class recreational amenities for its crew members while they are abroad. Among their most popular amenities are the fleets of bicycles located at British Airways destinations around the world, allowing members to explore cities during short layovers.

CHALLENGES & OBJECTIVES

BAFSRC faced several complexities in managing bike fleets across multiple international locations, including:

- Coordinating service contracts across regions maintaining various bike models
- Tracking and servicing remote assets
- Delivering a consistent, high-quality biking experience for members.
- Ensuring bikes remained operational at all times.
- Implementing a proactive, streamlined national service program.

"Your system and communication are excellent! I'm excited to have bikes back in the hotels, with regular maintenance to keep them safe and ready for our members."

Sandy Homewood, Secretary, BAFSRC

OUR SOLUTION

Fleet Upgrades:

- Replacing outdated bikes with a modern fleet at key North American locations.
- Scoped out and delivered the right bikes for their members.

Proactive Service Program:

- Established a National Service Contract covering all locations.
- Implemented monthly preventative maintenance checks and quarterly tune-ups tailored to each site's seasonality.

CONCLUSION

BAFSRC now has a fully managed bike fleet solution, ensuring a seamless biking experience for its members at every destination. velofix supported in delivering:

- Consistent service coverage across all locations
- Uniform national pricing
- Guaranteed service uptimes for all bikes
- A single point of contact for all bike-related needs

This partnership allows BAFSRC's leadership to focus on delivering exceptional amenities while Velofix handles the complexities of fleet management. Their members can now rely on top-notch bikes, ready to ride wherever they go.