

Colleagues,

We all know it is an ever changing landscape when it comes to smart phones, tablets and the apps they use.

It seems everyday there is a new [article](#) estimating how smartphone usage will continue to grow massively in the coming years. One thing is for certain, the number of reservations being made on these devices will also continue at to grow enormously.

Terry

[Terry Pearson](#), CEO

**Smartphones can help grow your business**  
Chris Seymour, C.E.O and Co-Founder, CarCloud.

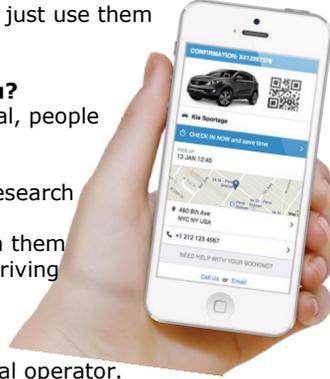
Across major car rental markets, most renters now have smartphones – and they don't just use them for Facebook and games.

**So how does this affect you?**

When it comes to vehicle rental, people use smartphones in two ways:

1. They use smartphones to research and book their rental.
2. They take their phones with them when they're picking up and driving your vehicles.

Each of these provides an opportunity for the savvy rental operator.



**Mobile reservations**

By the end of 2015, more people will be using Google on their phone than on their computer. Today when somebody Googles for car rental and visits your site, if it's not mobile-friendly they will go elsewhere (did you know that Google also penalises you for this?). Providing a mobile-optimised booking site is an easy way to convert extra visitors and increase your revenue. Without one you're losing out on potential bookings every single day.

*TIP: By providing a mobile-optimised website you will protect your revenue and increase your online bookings overnight.*

**Mobile communications**

Renters use their smartphones to find your location and retrieve their booking details. If you make this easier for them by sending interactive maps and location guides they will thank you for it. Sending targeted messages on the day of rental also allows you to upsell and capture additional renter information.

*TIP: Send smarter messages to customer smartphones, to increase revenue and improve renter experience.*

**What we do**

At [CarCloud](#) we've created a portfolio of products that compliment the rich functionality in [cars+](#). We provide a white-label mobile/responsive website that is fully integrated with your [cars+](#) installation, to increase your revenue overnight.

We also provide a unique renter messaging solution that lets you send smarter messages to renter smartphones, throughout the rental process.

For some free insight on how much we can increase your revenue, drop me a mail on [chris@carcloud.com](mailto:chris@carcloud.com) or contact your Thermeon account manager.

**New in cars+...**

All Release Notices can be found in the online cars+ Manual

**Staff Pick**

Our favourite Snippet of Useful Information

You can customize which columns are used and the order of the columns in Res Display .

**Training**

Did you know that there is a library of training videos available to you?

This ever expanding library covers basic cars+ use and specialised operation from creating a basic reservation to importing rate spread-sheets and much more. And did you also know that Thermeon can create tailored training sessions on almost any cars+ subject you may require?

To find out more contact your local support office or account manager.

And let's not forget our regular webinars.....

Regular Webinars offered include:

- Pointers and tips for new users
- In-depth analysis and various uses for certain reports
- Showcase of new features

**Webinar**  
Web-based educational presentations can submit questions see slides while the speaker interacts - the a

[Register Online](#)

**XML News**

Our latest **Featured Broker** is



EconomyCarRentals is a car rental broker based in Greece with branches in Sweden and Cyprus handling bookings and requests from all over the world.

Initially, EconomyCarRentals serviced several countries in Europe but today it has expanded to include services from 80,000 resellers and 4000 co-operators all over the world.

For more information contact [Takis Troullinos](#)

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