Colleagues,

With ever more competition in each market and dwindling margins on rental rates, Michael's article this month highlights the need to retain those customers you've fought so hard to gain.

The cost of new customer acquisition will always be higher than retaining those all-important return customers so perhaps now is the right time to revisit your strategy.

On another note. Roland Keogh and Russell Lindfield will be attending ITB Berlin again this year on the 4th & 5th of March. Please do make contact if you are going to be there.

Terry

Terry Pearson, CEO

XML News

Do you want to be a Thermeon **Featured Broker** this year?

This highly successful section allows you to promote your channel to an ever increasing number of potential suppliers.

Contact Naomi Fowle for more information.

Interface **now** to:

Client Engagement

Michael Stone, Customer Support Manager APAC Thermeon Worldwide.

Vitally important to any business, but given new technologies, is it a changing world?

Reaching your ideal customers is not easy. Online marketing costs for car rental are increasing and the cost of acquiring each new customer is expensive – so you need to maximise the revenue you get from each renter. One way to achieve this is to increase the size of each rental (through upgrades and add-on products) – but sustainable long-term growth comes from retaining your best customers and increasing the number of referrals. This means better client engagement.

The rise of social media, mobile and other technologies has lead to a definite shift in the way successful companies engage with their customers. Gone are the days where customer engagement was a series of one-off experiences; over the phone and at the counter. Now it is a process of ongoing dialogue, which requires an expansion of your customer engagement strategy. This means listening to what your clients are saying about you and your competitors, through traditional channels and Social Media.

With modern technology and communication channels evolving, there are more ways to continually improve the business/customer relationship and realise increased return business and brand awareness. The key to doing this successfully is automating your communication processes where possible.

- **Keep in contact-** Multiple media platforms like Facebook, Twitter and the list goes on.
- **Get information** from cars+ to get in touch with customers and use the powerful reporting tools you have at hand to select the time of year when you want to drive more business.
- **Differentiate yourself** with the customer experience and/or with package selling.
- Ask us about **CarCloud's** Renter Messaging Solution, which connects to cars+ to automatically send interactive messages to customer smartphones throughout the rental lifecycle – including location maps, travel guides and social media integration.
- Contact your local Support team or Account Manager for more help.

Michael.

Want to know more about WTM?:

Click Here

Going to ITB Berlin?:

Meet Us

New in cars+...

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

New Features

- Turndowns on Reservations based Rental Agreements can now be tracked at the Rental counter
- New CDPID messages displayed at close
- You can now customize the order in which options appear in the sales pop-up window

Staff Pick

Our favourite Snippet of Useful Information

You can block counter agents from editing rates on reservation based rentals

Training

Find the complete list of webinars on our website: www.thermeon.com

Webinars offered each month include:

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

Register Online

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