

Colleagues,

After nearly 5 years, it looks like the Hertz-DTAG period of courting each other is coming to an end. Wedding bells are being prepared to be rung.

The deal implies further consolidation of the brands. Enterprise, Avis and Hertz together will command 80% of US RAC business. Trends in the US RAC industry are normally replicated shortly afterwards in Europe.

Over the coming quarters we will see how the brands held by the "Big 3" will clarify their appeal to different sectors. "Corporate" renters and "Value Brands" are terms we have always been aware of. But "Deep Value" is a new term being used in coverage of the deal. We will see greater competition in the lower end of the market...as ever, pricing pressure.

Ensuring loyal repeat business becomes increasingly important. Cue Mike's article!

Andy
[Andy Thorburn](#), CEO

Keeping the Customer Satisfied by Mike Roseberry, Sales Director (North America & Canada)

No, this article isn't about the old Simon & Garfunkel song, although I do love that song. Rather, in this article I will attempt to outline or remind you of a few simple ways to keep your customers coming back.



Ponder this for a moment: ***If your employees truly realize each customer is responsible for their paycheck, do you think their attitude towards the customer might be warmer?*** It's really all about attitude!

Here are but a few hints and features that **cars+** offers. Help your employees give your customers that warm, fuzzy feeling:

- ✓ **Use your customer's name.** Everyone likes to hear the sound of their name. It's right in front of you with their driver's license. Call them by name while they're there.
- ✓ **Know at least one thing about your customer.** Such as their children; their grandchildren; their birthday (it's on their license)... Something to make them feel special. Record it in Customer Notes for next time.
- ✓ **Know your customer's 'likes'.** **cars+** tracks such preferences as car color, non-smoking, car class, etc. Use that information when assigning the vehicle.
- ✓ **Know your customer's rental history.** **cars+** also tracks the amount of revenue each customer generates and the number of times they have rented from you.
- ✓ **Be flexible.** If a repeat customer returns a couple hours late, why not "compliment" them that late check-in? You'll get more return in the long run, plus you've made them feel special.
- ✓ **Let your customer help build your business.** This customer had a choice of several rental companies but they chose you. Why did they? That's valuable information you can use to build your business. Train your rental agents to gather that information.
- ✓ **Express your thanks.** How often do we miss the opportunity to offer a simple 'Thank You' to the customer for doing business with us? And use their name when you thank them!

Your team and **cars+** together can improve customer service.

Remember: it's all about attitude. It's a lot less expensive keeping a customer than securing a new one. Good luck!

What's new in cars+

All Release Notices can be found at the online [cars+ Manual](#)

July Releases

- [New program to import holiday hours from a spreadsheet](#)
- [The Operations DBR now has a new date selection](#)
- [cars+ can be set up to prevent credit card deposits at open \(cards can only be pre-authorized\)](#)
- [webRES](#) now allows you to set the order in which classes appear on the rate quote
- EU Cookie Legislative compliance changes made to [webRES](#)

XML News

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Staff Pick

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