

THANK YOU!

To everyone who took the time to complete our short client survey. The statement we challenged you to comment on was

"We believe that we deliver the best customer service that a car rental company will experience from any of its suppliers. Do you agree with us?"

86% of respondents agreed with us, backing up their agreement with some very kind remarks.

We still have room to improve and as ever I welcome your comments on how we can continue to enrich your experience with Thermeon.

Andy
 Andy Thorburn
 Managing Director, Thermeon Worldwide

Brokers: Why and How to work with them

by [Andy Thorburn](#), [Thermeon Europe](#)

The age has long since passed since brokers, aggregators and price comparison sites were seen as having a parasitic relationship with the car rental industry. Now they are widely seen as important partners, sharing an equal place in your channel plan alongside web direct, GDS, referral affiliates and contracted business.



In the game to distribute your rates and availability as widely as possible to your target markets, the brokers are an essential team member.

For startups, they be your **only** effective channel – gaining your rates **and** brand instant market exposure. For established RAC business, they may allow you to gain footholds in markets that you have historically struggled in.

Recognising this is why we keep [thermeoneurope.com](#) and this newsletter updated with the list of brokers with whom cars+ currently interfaces.

Having done the commercial deal with your broker(s), the next steps could not be simpler:

1. Give us the "heads up" on your support queue, preferably with information on the structure of deal you have reached
2. Get your broker to put their technical lead in touch with us. If an interface already exists, we can move straight to testing. If not, then the broker will need to write to our XML schema
3. Setup your rates specifically for this broker
4. Conduct a number of tests
5. Go live

The fastest implementation for a new broker is 5 days from "Heads Up" to the first reservations being received.

Once live, the games can really start. Real time XML calls from broker site to your cars+ means that rate changes are instant: as soon as you hit Save in cars+, the change is applied to the broker. And with most brokers/RACs opting for net rates, it becomes easier to know what rate to apply, **providing** you know your minimum prices (see Newsletter Article [April 2011](#)) and projected fleet utilisation. Constant monitoring of:

- Competitor rates (available through the same broker)
- Fleet utilisation
- Rate utilisation
- Offsells controlled in webXG

...is the key to greater yield and higher fleet utilisation.

For more information about webXML or contacts to already-interfaced brokers, [contact your Account Manager at Thermeon.](#)

What's new in cars+

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

June Releases

- [Flat Fee rates can vary by the starting day of the week](#)
- [T&K rate can vary by the renter's market source](#)
- [Alternate locations pop-up on over bookings](#)
- [For clients not using EDC, there have been changes to credit card unmasking](#)

Changes to Reports:

- [Lost Vehicles can report by last known location](#)
- [Vehicle asking price added to Vehicle record and report](#)



Interface now to:

AAHoliday, AmigoAutos, AtlasChoice, AutoEscape, AutoEurope, BCO, CarJet, Cartrawler, DoYouSpain, DriveAway, DriveNow, TUI, EasyCar, EconomyCarHire, Holiday Autos, HolidayCars, Holiday House, imall brands, Kemwel, SunnyCars, Travel Jigsaw, VroomVroomVroom,

Added in June...

[www.bsp-auto.com](#)
[hispacar.com](#)

cars+ Tips & Hints

Responding to pop-up questions requiring a single character answer, CARS+ will accept answers in either upper or lower case (such as 'y' or 'Y').

SEO: Tris's Top Tip

Ensuring your website has complete Ts & Cs page that is crawlable is an easy way for Google to see many uses of the word "rent" or "hire" on your site.

Industry News

[Electric bike rentals smooth out sightseeing](#)

[Mobile booking apps – note Bob Barton's comment!](#)

Staff Pick – our favourite new feature this month...



Control options on one-ways

Being able to block options like baby seats from being added to one-way rentals, allows greater control over non-vehicle assets

It's all in the manual:
[Edit Optional Items](#)