

New in cars+...

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

New Features

- [The Lot Controller Report has been completely reworked](#)
- [Debit Cards can be made exempt from the Credit Card Fee logic](#)

Staff Pick

Our favourite Snippet of Useful Information

[Option rates can be discounted when booked on a Reservation](#)



Did you know?

[Edit Times Rented](#)
Can be used to automatically change a customer's type once the customer reaches a specified number of rentals.

Training

Find out more about how we can tailor training sessions just for you. Check out our regular webinars [here](#)

Regular Webinars offered include:

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



[Register Online](#)

Improve customer satisfaction by reducing the choice in your fleet classes.

Peter Lunn, Director Client Services, Thermeon Worldwide.

Sounds a bit counter-intuitive right? In the past I have had many discussions with fleet managers from many companies who have claimed that it is best to have as many classes as possible to maximise your brand's exposure on broker sites. One went so far as to load rates for classes they did not actually have any vehicles for – then upgraded everyone who booked that class.

But perhaps having fewer classes gives distinct operational efficiencies and increases customer satisfaction.

Imagine you are a location with 100 dirty vehicles and 25 rentals picking up before 11am this morning. It is a lot more likely that you will have the right classes prepared at the right time if most of the bookings are from 4 classes, than if you had 8 core classes. Not having the customer's reserved class ready at the right time, means you either provide an unnecessary free upgrade or the customer will wait for their reserved vehicle to be prepared.

Consider also that advertising different classes with very minor specification differences and trivial cost-breaks increases the customer expectation of the product they booked. If I order a Big-Mac and I know it comes with pickles, I can pull them out if I don't want them. But if I order a Big-Mac without pickles and get one with pickles, I am a dissatisfied customer. The conclusion - don't offer choice if you cannot deliver.

Optimising your class structure (and your location groups) can have a significant impact on the speed and potentially the conversion rate of your online transactions, the less classes you offer, the faster the response times via webXML

cars+ has extensive reporting tools to help you analyse what classes are actually being booked, what percentage of revenue those classes attract together with the relevant historical utilisation.

Contact your local support office for more information about these reports and other ways of managing your classes and your online broker performance.

Peter.

Heading to



9-13 March 2016

[Meet Us](#)

Or.....



April 17-19, 2016
Bally's Las Vegas

[Meet Us](#)

Colleagues,

It is that time of year where some operations focus and plan for the year ahead. The Christmas peak has subsided and whilst the southern hemisphere still basks in the summer trade and looks to winter peaks most southern hemisphere operations are looking to maximise their Spring and Summer potential.

So why not consider using the well established Trade Shows to get your message out there?

Thermeon will be at both Berlin's ITB in March and The International Car Rental Show, Las Vegas in April.

Click the links the links below to arrange to meet with the Thermeon team at these events.

Until next time!

Terry

[Terry Pearson](#), CEO

XML News

Want to be next months **Featured Broker?**
Why not contact Naomi Fowle to find out how.

Interface **now** to:



[Find previous Newsletters on Thermeon.com](#)

[Follow us on Facebook](#)

[Follow us on LinkedIn](#)