

Colleagues,

There is no exact figure of how much more it costs a business to attract new customers compared to retaining existing clients, but there is little doubt attracting them is a lot more expensive. I've seen figures ranging from 5-35 times either way, Mike's article has some great tips and a reminder that little gestures can go a long way.

Until next time!

Russell

[Russell Lindfield](#)

Other News

Auto Rental NEWS

Recall update: Last month we talked about manufacturer vehicle recalls and pointed you in the direction of an Auto Rental News article on the issue.

ARN has since published a correction to their article in April, which can be seen [here](#)

Interface **now** to:



Retaining your customer

By Mike Roseberry, Sales Director US & Canada.

This is something we've covered before in this Newsletter, but after a recent conversation with a client about how they could improve the customer experience, I was reminded by a piece I wrote some years ago.

Ponder this for a moment: If your employees truly realize each customer is responsible for their pay check, 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.

Mike



New in cars+...

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

New Features

- Options can be turned off by booking date.
- Pre-Paid Fuel can be charged on exchange vehicles.
- New programs to handle tax rate changes on existing open RAs.

Staff Pick

Our favourite Snippet of Useful Information

The ability to run Reports as a data export to a spreadsheet was added to 7 additional reports recently



Did you know?

Do you know the relationship between Rate Sets and Rate Groups?

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**

Webinar

Web-based educational pre-live online seminar viewers can submit questions see slides while the speaker interacts - the a

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