Colleagues,

In the northern hemisphere, the high season is starting to come to an end.

This is the time to review what went well (or not so well!) over the peak months. Every rental location will undoubtedly have discovered imaginative ways of coping during this busy period. NOW is the time to capture lessons learnt, share new best practices and investigate ideas for doing things more efficiently in the future.

Let us know the ideas you have – we are as keen as ever to support any change that will help you next time!

Andy

<u>Andy Thorburn</u>
Managing Director, Thermeon Worldwide

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,

cars+ Tips & Hints

Did you know….
that CARS+ has a module for tracking "Lost and Found" items left in vehicles? [Read more](#)

Speed-up Service at the Rental Counter. Serve up more profits!
by Roland Keogh, Thermeon Europe

All the major branded car rental operations around the world AND most independent or non-branded RAC companies operate some degree of loyalty programme.

cars+ has always encouraged this concept by prompting for "returning customer" data at time of reservation (RES) and when the customer is *at* the counter (OPEN).

The majority of RAC loyalty programmes also offer express or speedier service when the customer arrives at the rental counter. Each of the major brands have their own programme names for such counter bypass schemes.

However, managing all of this operationally can be a headache:
- ❖ How many staff?
- ❖ What counter positions to use?
- ❖ What hours of operation to support?

The ability to identify and speed up the processing of previous (or regular) customers has obvious benefits. Among these, it means staff can work harder selling to new customers and make the most of walk-up opportunities.

But it gets better! Now there's a business opportunity that's finally gaining momentum – if renters want to by-pass queues – *pay for it*! The budget airlines have been doing this many years and many consumers are prepared to pay to avoid a queue.

More and more rental companies are now offering tiered loyalty programmes where the customer can:
- ❖ *Buy* express-level loyalty
- ❖ Rent a certain number of times to automatically achieve this level. cars+ supports this through Charge Customer Type.
- ❖ Simply book online and pay extra for the faster service – use cars+ Options

Evidence is that in some markets, a charge for this service of €30 (£25/$36) per rental is achievable.

Using cars+
- ❖ Customer Types
- ❖ Online Res Display
- ❖ webPLAN

you can easily "cherry pick" those customers. *Preprint* rental documentation – you don't even have to allocate the vehicle until the customer arrives at your "Express" desk.

The ability to gain revenue directly from these rentals changes the game when considering logistical hurdles to providing the service.

[Follow Roland on LinkedIn](#)

Industry News

["Avis On Location" launched to support corporate pools](#)

["Car sharing ….on-demand, cheaper and more convenient."](#)

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What's new in cars+

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

July Releases

- • [Pre-paid fuel and options can be sold on Release a Vehicle screen. One last chance to make the sale!](#)
- • [Drivers of Non-Revs can be invoiced for traffic tickets](#)
- • [Cell phone number moved to Main window of Res screen](#)
- • [New controls are in place on foreign currency deposits on reservations](#)
- • [RA Open can be configured to force entry of check out fuel tank level](#)

Changes to Reports:
- • [Lost Vehicles now report by last known location](#)

Staff Pick – our favourite new feature this month…

Non Rev Movements – controls & flexibilities made easier…

… through a new control file record that allows you to configure features within the Non-Rev Entry program

It's all in the manual:
[Edit NRV Control Record](#)