

Colleagues,

In May, we brought together the senior users from 10 countries, all using cars+ under a common brand. I was pleasantly reassured by discussions on how to add more & more functionality to cars+ and webXG. In the past (as either a buyer or supplier of software services) I became used to these forums being dominated by "X doesn't work!" or "Y is still broken!".

Without this distraction we spent our time concentrating on sharing and generating ideas that increase revenue (or reduce cost) with cars+ supporting the people & process changes: all ideas that we hope to share through this Newsletter in future.

Regards

Andy

Andy Thorburn
Managing Director, Thermeon Worldwide

VIP Customer programs. Helping them, helping yourself.

By Peter Lunn,



No matter where you go these days, retailers want to join you up to their loyalty program. Generally the offer is a discount off future purchases in exchange for your loyalty.

In car rental you can offer your client something much more valuable than a discount - **their time**.

Generally car-renters fit into one of two categories:

- ❖ A business or regular renter who is generally time-poor and very familiar with the rental process.
- ❖ A leisure or occasional renter who wants to understand all the rules 'so they do not get burnt later'. They will probably also want to know how to release the park-brake, what the weather is like this time of the year, and three alternate routes to get to the beach.

Consider this:

- ❖ Your regular renter will be most pleased if the car they booked is available in a good condition, on-time and with a minimum of fuss and waiting.
- ❖ Your casual renter will be most pleased if the car they booked is available in a good condition, on-time and you don't rush them.

So how to impress both types of customer whilst keeping control of your staffing costs?

A great start is to introduce a VIP club and an express-service lane at your counter.

Your customer will likely think joining your VIP club is reward for their patronage and loyalty. This is true, but more importantly your customer is providing you with all the information needed to write up their contract at ahead of time.

You can prepare their contract **during your quiet times**, so that when the customer arrives all you need to do is view the client's license and credit card (confirm the same details as on their pre-printed contract), witness the signature on the contract and hand over the keys.

You could even modify your website to include an 'on-line check-in' facility, so that a 'non-VIP' renter can choose to pre-advise all of their details. You can then pre-print their contract and provide the same 'express-lane' service.

Regardless of whether you are an airport counter or a city or suburban location, you can use your downtime and your client loyalty to prepare for your busy periods. Level your workload and delight your clients at the same time.

Peter Lunn has spent over 15 years in various roles aligning operational processes and IT systems at a major Car Rental organisation. He is now Business Development Manager for PCS / Thermeon APAC.

What's new in cars+

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

April Releases

- [Changes to mileage on Upsell rentals - important if you are using "U Subwindow" to encourage Upsells by your counter staff](#)
- [Incentivise staff on "Sold Revenue Per Day"](#)
- [Alternative Locations when overbooked. New program. When the requested class and location are fully booked, and an alternative class is not selected, a pop-up window displaying all locations is shown](#)
- [Enhancements to Rate Capacity Checking](#)

New Reports:

- [Class Futures Report](#)
- [Optional Item Manifest](#)
- [Shortfall Request Report](#)

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



Optional charges associated with physical items such as:

- Baby seats,
- GPS devices,
- Ski Racks
- etc

can be now blocked from one-way rentals.

It's all in the manual:

[Edit Optional Items](#)



Interface now to:

Amigo Autos, Atlas Choice, AutoEscape, AutoEurope, BCO, Car Jet, Car Trawler, Do You Spain, DriveAway, DriveNow, Easy Car, Holiday Autos, Holiday Cars, Holiday House, imall brands, Kemwel, Sunny Cars, Travel Jigsaw, TUI, VroomVroomVroom

...Economy Car Hire added in May!

cars+ Tips & Hints

Shift+F7 from the Deposit or Payment subwindows of RESUPD, RAOPEN or RACLOSE will search the Deposit/Payment file, returning all current transaction's records

SEO: Tris's Top Tip

An up-to-date site map makes it easier for search engines and visitors to find your content

Industry News

- [Economics of Car Sharing Still Unclear to RAC Giant](#)
- [Hertz launches Horatio](#)
- [Rent out your own vehicle](#)