

avis budget group

6 Sylvan Way # 1,
Parsippany, NJ, 07054-3826

September 19, 2013

Mr. Davis Theopolis
200 Groove St
Grove City, OH 43123-8605

Dear Mr. Davis Theopolis,

Thank you for being a customer of Avis Budget Group for more than 15 year. Your opinion is very important to the company. From your complain letter we figured out that you are unsatisfied with a new self-service calling center that we implemented, however we would like to clarify all advantages that you and other customers are gaining thanks to the new system.

- Automated system will quickly guide you through to specific question, so you can easily get fast and updated information
- System saves your time, there is no need to wait on hold in order to talk to the next available representative
- New system saves agent's time, therefore they will spend more time helping customers who are confused or have some issues rather than just giving general information to everyone
- You can still have ability to speak with a representative at any time during your call. It is customer's choice either to use a self-service or to speak with representative
- Using Caller ID helps agents get your information from company database, thus customers who are switching to agent do not have to supply personal information twice and agents will greet them by name

New automated system also affects Avis Budget Group's financial aspect, which is very important for us. For instance, the system saved company \$1.5M in the first year.

We are hardly trying to improve our services and to please every customer by creating different options for different people. Our goal is to provide our clients with fast and professional service and we hope you will understand all advantages the system gives. We hope that when you get more familiar with automated service it will be easier for you to use it, however our representatives are more than happy to assist you any time.

We would also like to offer you, a valued longtime customer, a 10% off voucher and a free vehicle rental. If you still want any information to be clarified or if you have any other questions please do not hesitate to contact us.

Sincerely,

Signature

Jack Heartland
Senior Business Accounts Manager
(201) 321-2349
jackhearland@avis.com



Problem evaluation report

Customer Complaint:

Customer complains about new automated self-service phone system. Mr. Davis Theopolis prefers a real agent to speak with instead of using electronic service.

ABG's position:

ABG's position is to improve service by creating different options for different people as well as to save a budget.

How ABG's position benefits customer:

- Fastens calls and helps easily get information using electronic system
- Gives different options – customer still may transfer to an agent
- There is no need for a customer to supply personal information twice, as caller ID brings up information from company's database to an agent

How ABG's position may disappoint customer:

It may disappoint customer who wants to talk to the representative from the beginning of the call. Choosing wrong option will force him to go back to previous menu and listen to all options again, which might be frustrating.

The value of ABG's position despite customer's complaints:

Even though some customers might be unhappy with electronic service, new system saves company's budget in a long term and improves service. System benefits customers as well as company.

What is the ABG's good will offer to close:

Avis Budget Group is offering a 10% off voucher and a free car rental.