

Robert Townsend, ABG Customer Service Manager
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October 28, 2013

Davis Theopolis President, Wingnutty, Inc.
324 Wingnut Dr.
Crescent City, CA 95531

Dear Mr. Davis Theopolis

I am writing with reference to a complaint about ABG's new automated self-service phone center through the corporate website of October 10, 2013.

Firstly I apologize for the inconvenience the distress, and problems created by our new automated self-service phone center.

We take great care to ensure that important matters such as this are properly managed, processed, and implemented, although due to the new initiative to improve customer service, a new and modern speech platform and speech application was adopted. I am more than happy to explain to you the benefits of our new and better automated customer service.

- Customers who didn't need to speak with agents could change, confirm, or cancel their reservations on their own.
- More free agents will be able to spend more time with customers booking new reservations.

So on this occasion an acceptable standard has clearly not been met, and we have clearly not succeeded in meeting your expectations.

In light of this, we have decided to offer you a complimentary rental at your convenience, which we hope will be acceptable to you, and hope also that this will provide a basis for continuing our relationship, and your continued custom.

I will call you soon to check that this meets with your approval. Please contact me should you have any further cause for concern.

Yours,

Robert Townsend

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Problem Evaluation Report

Customer complaint #1:

Called AVIS Car Rental Company, to book a vehicle, and a stupid computerized voice greeted me. He wanted a real person to talk to, not a computer.

Customer complaint #2:

He thought ABG were the last corporation in the USA that gave the customers that courtesy.

Customer complaint #3:

He complained how ABG conduct their business.

ABG's position:

A self-service option was an obvious win-win for both the company and its customers.

How ABG's position benefits customer:

Customers who didn't need to speak with agents could change, confirm, or cancel their reservations on their own, freeing up agents to spend more time with customers booking new reservations.

How ABG's position may disappoint customer:

If they frustrate or annoy customers with an automated interactive voice response (IVR) system, then this whole thing could backfire

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

1. Exceeds Expectations with Completion Rate of 70 Percent
2. Saves \$1.5M USD in First Year
3. Meets Aggressive Schedule for Commercial Launch
4. Provides 100-Percent Uptime

What is ABG's goodwill offering to close:

The new system is working without problems, also with extra data centers across the country to avoid a fail of the service.