



Avis Budget Group Headquarters
39 James Park Rd, Leverclair, NJ 07892

Davis "Wingnuttenator" Theopolis
President, Wingnuttty, Inc.
324 Wingnut Dr.
Crescent City, CA 95531

November 4, 2013

Dear Davis Theopolis,

Thank you for being a loyal AVIS customer. Our company strives on customer satisfaction and we see you are not happy with the changes we have made. When we implemented our self-service speech we had the customers in mind. Our goal is to improve customer service so that it would be much easier to change, confirm, or cancel registration. You can now reach a customer service representative twice as fast thanks to our new service. You also no longer would have to be put on hold for unreasonable amount of time waiting for an agent to be available.

Ever since we have started using the program, It has proved to be successful. Customers who didn't need to speak with agents can now easily change, confirm or cancel their reservation on their own. This made it possible for agents to spend more time with customers booking new reservations. We discovered a way to make customers reach an agent more efficiently when needed. Canceling a reservation is done with just a push of a few buttons without the need of waiting for a free available agent. Time is valuable and now we know how to manage it better then ever before.

We understand that not a lot of people enjoy the service because of being greeted with a machine, but trust us. Now you are able to get in touch with customer service much faster then before due to more phone lines being available. We hope you reconsider how you think of AGB. I can assure you that you will find it to be a much easier and faster experience then to what you had before.

Sincerely,
Kenneth Melendez



Problem Evaluation Report

Customer Complaint #1:

Customer isn't satisfied with self-service speech.

ABG's position:

The company adopted the service in order to save time and money for the workers and customer.

How ABG's position benefits customers:

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

The Value of ABG's position despite customer's complaints.

The service put's customers first and improves the work flow. It saved over \$1.5M USD in it's first year.

What is goodwill offering to close:

It pushes the value of the ABG's self service phone center. It offers a more efficient way to deal with customers.