



6 Sylvan Way
Parsippany, NJ 07054

October 20, 2013

Jack Heartland
Senior Business Accounts Manager
6 Sylvan Way
Parsippany, NJ 07054

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

Dear Davis,

We have received your letter. Thank you for taking the time to voice your concerns. We really appreciate hearing feedback from our valued customers such as yourself.

We have changed our telephone system and are now using an automated answering system. We apologize for not sending a letter sooner addressing this change. We had a very short time frame to get the system up and running and we understand that such an abrupt change without warning can be very disconcerting.

We understand that speaking to an automated system is not the same as speaking to a person particularly to loyal clients, like you, who value a more personal experience.

We do not believe we are being discourteous to our clients by using this system rather than a one on one. In fact, we believe we are improving customer service for the following reasons: our loyal and busy clients are able to book rental cars with more speed because they only have to enter their information once as opposed to twice with the teller and they will also not have to wait on the line

to speak to a teller to simply book, cancel their reservations or find out basic information. This allows for more pressing calls to get through to a teller much more quickly.

We would not like to lose your loyalty and would like to offer you a 10% discount for all your future rentals and we welcome any further feedback or comments you may have.

Sincerely,

Jack Heartland
Senior Business Accounts Manager

Problem Evaluation Report

Customer Complaint #1:
Automated Telephone System

Customer Complaint #2:
Lack of personal touch

Customer Complaint #3:
Not informed of changes

ABG's position:

Love the results of the new automated system

How ABG's position benefits customer:

Faster calls, less wait time

Improved service

How ABG's position may disappoint customer:

Not personal anymore

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

It's still favorable for the new telephone system.

What is ABG's goodwill offering to close:

10% discount to loyal customer