



October 15, 2013
Mr. Davis Theopolis
President, Wingnatty, Inc
324 Wingnut Dr.
Crescent City, CA 95531

Dear Mr Davis Theopolis,

Thank you for contacting Avis Budget Group. We are sorry with the in convince of our new self-service solution. We understand your concerns and Avis Budget Group also appreciate and value all our customers; especially customers as yourself. But as you know Avis Budget Group operates two of the leading global brands, Avis and Budget, in the vehicle rental industry. The company has 10,000 rental locations in 175 countries and 28,000 employees. This is why the company has taken the initiative to improve customer service also in order to cut costs.

Avis Budget Group adopted a speech self-service solution in the cloud using the Microsoft Tell me platform and Voxify applications in the Contact Center. The solution gives callers the convenient of self-service option for common task for example, confirming or canceling reservations. The solution is a win-win for both the company and customers. Customers who don't really need to speak with agent to change, confirm, or cancel their reservations, which free up agents to spend more time with customers booking new reservation. The solution can identify the caller by accessing the company records and database which make reservation quicker and faster. The self-service solution had received 14 million calls within the first year. 70 percent of the self-service calls were completed without opt-outs (people wanting to speak to a agent).

In first year, self-service solution saved Avis Budget Group \$1.5M USD in cost. Self-service solution is pretty much flawless, for Avis Budget Group has experienced 100 percent uptime after almost two years in service. As you see the self-service solution has increase customer satisfaction, reduce costs and simultaneously add to revenues to provide better services. Once again, we are sorry for being unsatisfied with our automated interactive voice system. Yet we don't have plans of changing our system anytime soon. But when you are calling our self-service solution, you can opt-out and an agent would gladly be happy to receive you.

Sincerely,

Luis Ortega Bravo
Customer Service Agent, Avis Budget Group