

avis budget group

6 Sylvan Way, #1
Parsippany, NJ 07054

DATE: November 17, 2013

TO: Davis Theopolis

FROM: Avis Budget Group

Dear Mr. Theopolis,

We are sorry to hear about your complaints. As a loyal customer, we should have notified you beforehand that we changed it to the automated self-service for the better performance of the company and the customers. However, you can always speak with an agent anytime, because there is always an option for that. Below, we will explain to you the reason for switching to the automated self-service:

- Exceeds expectations with call completion rate of 70%
- Saves \$1.5M USD in the first year
- Full solution deployed on schedule in only 12 weeks
- Delivers 100% uptime
- Provides a 10% savings voucher

These are the reasons why we changed it. We want to provide the best service for the company and the customers. It helps save a lot of time and thus gives the agents more time to assist the customers. Again, we are sorry for such an inconvenient. Please let us assist you and hopefully you will continue to be our loyal customer in the future.

Sincerely,

Jack Heartland

Jack Heartland,
Senior Business Accounts Manager

Problem Evaluation Report

Custom complaint:

Davis Theopolis complained about the automated self-service system. He wants to speak with agents without hearing the automated voice.

ABG's position:

ABG launched an enterprise-wide initiative to improve customer service while continuing its efforts to cut costs.

How ABG's position benefits customer:

ABG benefits customers by improving the speed and time for changing, confirming, and canceling their reservations which give agents more time to spend with customers booking new reservations.

How ABG's position many disappoint customer:

Some customers don't want to waste time listening to the automated self-service system which would irritate them.

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

To save costs and benefits both the company and customers.

What is ABG's goodwill offering to close:

ABG is offering a 10% savings voucher to customers who are unsatisfied.