sage

Sage CRM drives Avis to improve customer booking system

AVIS

Customer
Avis

Industry
Car rental

Location
UK

Solution
Sage CRM

Avis found it was a victim of its success, as the volume of enquiries outstripped its system's ability to cope. Avis UK turned to Sage CRM to help offer a more streamlined service to their customers.

The business case
Avis UK had essentially two areas that needed addressing. Firstly, it needed a way of coping with the enquiries that came in to its service center, by phone, letter, fax, and e-mail. And secondly, Avis needed a single integrated method of recording and responding to these various interactions.

Prior to the implementation of Sage CRM these were handled in a paper-based system with its inherent inefficiencies. In order to offer a more informative service to its customers and to speed query resolution, the new system had to integrate with its mainframe booking system, which until then had been the primary source of customer information but was not fully available to the service department.

Implementing Sage CRM would instantly provide the service department with details on the type of car, where and when it was picked up, how much it cost etc., eliminating the collection of repetitive information. It would also allow for the addition of customer contact information to the electronic record of customers, eliminating multiple instances of the same customer in the mainframe system.

Challenge
Avis realized that it needed to not only improve the way it received customer enquires and bookings but also the way it responded to these customer queries in an effective manner. These were being handled by a paper-based system which could not cope with the increasing volumes.

Solution
Sage CRM was integrated with the company's mainframe booking system which provided Avis with a 360 degree view of its customer, increasing efficiencies across all departments.

Results
Thanks to Sage CRM, Avis has a system that automates all of the customer administration and bookings. The customer service team have a full service and booking history of the callers, allowing them to build up a much deeper impression of the 'Avis experience'. In addition, call resolution time is down, making it a more satisfying customer experience.

"Both parts of the process were equally important – we needed to integrate the channels but the project would be so much less effective without meaningful integration to the booking information on the mainframe. This was possible thanks to Sage CRM"

Ann Gallagher,
Customer Relations Manager,
Avis

The solution

The goals were clear - map the current business processes into Sage CRM's software so that communications could be conducted and recorded electronically and integrate this system backwards into Avis' twenty year old mainframe system. They were clear, but they were not easy.

Mapping the business process meant integrating the telephone switch, exchange, internal e-mail system and a document image processing system (for the recording of the large volume of written enquiries that the service centre receives).

Storing all these in a single database (SQL) and viewing and manipulating this data through the use of a CRM solution (Sage CRM) alone would have seen a huge improvement in the ability of the service team to handle both routine levels of enquiry and the seasonal peaks that the company experienced.

Information is now entered directly into Sage CRM, the conversion of previous information to the system is an ongoing task. It's time consuming but the future results will be beneficial both for Avis and consequently its customers.

For CRM system to become essential for a company, it needs to embrace and take advantage of records that are already in place. In the case of Avis, this presented an interesting challenge as its information resided on a twenty year-old mainframe system, a system not known to lending itself to the sharing of data with external systems.

One definite advantage of Sage CRM is its ability to extract large amounts of information from the Avis database. Every night Avis download all new UK and European rental booking information to its SQL database.

For customers outside of these two regions a direct connection had to be made to the mainframe, which delivered the information in a format that could be interpreted by Sage CRM. It was essential to incorporate this data, even if it only affected less than 10 percent of the customer base, as it allowed Avis to offer consistent levels of service to those who deal with queries no matter where in the world the cars were rented.

The result

Ann Gallagher said "Simply, we now have a system that automates all of the administration in dealing with our customer base. Our operators have a full service and booking history of the callers, therefore we are building up a much deeper impression of the 'Avis experience' that they are having. In addition, call resolution time is down, making it a more satisfying customer experience."

Avis Europe is now looking at the possibility of rolling the system out across other European sites. But more interesting are the possibilities that this new information on its customer offers to Avis UK. Deep customer information is gold in a competitive market and it will be interesting to watch how Avis use it. Avis use the slogan 'We try Harder'; here, in one small way, is proof.

"We immediately eliminated a lot of cumbersome and inexact paperwork that we had been dealing with, as well as the time consumed in switching from system to system in order to find relevant details on a customer," said Gallagher.

Sage CRM

About Sage CRM

Over 14,000 small and medium sized companies across the globe use Sage CRM every day to accelerate sales, drive business productivity and make every customer interaction count. It is used by enterprising, growing companies seeking new ways to interact with customers, leverage the power of social media and take advantage of the latest mobile developments to further grow their business. When combined with Sage ERP, our customers enjoy better business insight, increased efficiencies and productivity, and gain a single, customer-centric view across their entire business. So whether you're just starting out or have already grown to several hundred employees, Sage CRM can help accelerate your business success.

Accelerate your business success with a free 30-day trial at www.sagecrm.com

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