



eurodrive®
vehicle rental

EURODRIVE

Customer Journey

■ Summary

"Distress purchase" is how Richard Lowden, Managing Director of Eurodrive Vehicle Rental summarises the interaction between customers and his company. Most people need our assistance when they have a problem of getting from A to B, this requires understanding the customer and providing the right solution, fast.

Utilising a class leading system that aligned the whole business around the customer was the only way of gaining a competitive advantage, in a market place dominated by global brands.

■ Situation

The vehicle rental industry was divided by a mixture of multi-national vehicle rental companies and smaller independent operators. Richard identified a gap in the market between the multi-nationals who operated from the strength of their brand and the independents whose strength was personal, localised service.

Working on a franchised development model, the aim was to create a highly branded vehicle rental business following on from the successes of many of the global players. With each location being owned and operated by like-minded entrepreneurial business people, the focus remained on delivering the highest levels of personal and local service.

The success of the franchise framework would be determined by engaging with the right potential franchisees and providing them with the confidence that Richard could support their dreams of running their own business.

"Control was the key factor."

Providing the franchisees control over their business would allow them to offer the highest level of customer service and therefore develop a competitive advantage in the marketplace. Providing control to the end customer in how they engaged with the business would ensure greater confidence in the Eurodrive brand.

The challenge was to develop a system that could support this dual vision.

■ Solution

In explaining his vision to a shortlist of software partners, Richard discovered that they could not meet his criteria of a seamless system incorporating the whole business. With unidentified back end costs potential solutions were becoming prohibitive.

"FuseMetrix was the only solution that was able to support the whole business in providing a superior service to our customers, from initial online contact through to delivery by any one of our franchisees."

In addition to providing a sophisticated transactional facility for eurodrive.com, FuseMetrix allowed franchisees direct access to their own individual websites, enabling them to tailor the content to serve their local needs. This not only provided greater empowerment, but reduced the burden on head office staff, whilst ensuring updates were implemented more quickly.

With the single system incorporating an intranet network, franchisees were also able to download marketing tool kits, with the latest imagery and concepts to use as required.

In supporting Eurodrive's complete central reservation system FuseMetrix continued to deliver solutions that would ensure sustained competitive advantage.

■ Benefits

"FuseMetrix is a class leading product."

The flexibility of the FuseMetrix system allows Eurodrive greater control on how they deliver an exceptional customer experience. Designed for simplicity of use franchisees are not alienated by the system or resorting to becoming systems experts, rather businessmen focused on service delivery.

With increasing levels of customer loyalty Eurodrive has developed into one of Europe's premier vehicle rental brands operating in locations throughout the UK, Ireland and the UAE.

"We can deliver a greater customer experience as a result of our seamlessly integrated system, which I truly believe is better than that of our global competitors."

■ Key Benefits

- Customer Relationship Management
- E-commerce
- Financial Planning
- Data Management
- Custom Analysis



"FuseMetrix helps you gain and sustain, a competitive advantage"

In the fast paced and dynamic environment of the business world success is dependant on sustaining a competitive advantage.

FuseMetrix, a browser based integrated office system provides decision makers greater control, insight and flexibility over their product or service.

A dynamic company wide solution incorporating Customer Relationship Management, Marketing, Sales, Human Resources, Accounts and Warehouse Management, *FuseMetrix* eliminates the need for costly hardware and differing software systems.

One system, many advantages

- Greater control
- Greater accuracy
- Greater efficiency
- Greater agility
- Greater customer satisfaction
- Greater performance
- Greater growth
- Greater profitability

Successfully implemented across a variety of business sectors including manufacturing, retail, distribution, e-commerce, leisure, entertainment, healthcare and financial services, *FuseMetrix* has improved business performance amongst SME's and PLC's.

Real time, all the time™

Secure web based access to your company's systems means that you are always in control, wherever you are in the world. The resulting business intelligence, gained in real time, enables you to create and exploit opportunities instantly.

Let *FuseMetrix* provide you with that competitive advantage.

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