

General Reservation Sales Call Flow - Non Profile

Step 1: Greeting	
Welcome/Name Exchange	Thank you for calling [Avis/Budget]. My name is [agent's name], and I will be your rental advisor. Who do I have the pleasure of speaking with today? Hello Mr./Ms. [customer's name] How can I help you?
Assure Help	I would be happy to help you with [customer's request].
Step 2: Discovery	
Rental Details	(IVR) Thank you for using our Automated system. I see that you would like to pick up in [Location/City/State]. Will that be at the airport? (NO IVR): Where would you like to pick up your car? And will you be returning to the same location? - What date and time will you be picking up the car? - What date and time will you be returning the car? ** Confirm you have the correct PU/RTN locations, dates, and times. Check car availability: Check the airport and one off-airport location when the requested location is sold out. Sold out Verbiage: I apologize; the area is sold out for the dates you need. Is there another date that I can check? Due to high car demand, I am not able to help with a reservation for these dates. Note: If the customer asks you to check another location, do not deny the customer.
Mandatory Requirements	Your rental may be subject to a driver's license check at the counter and all drivers must be 25 years or older with a major credit card in their name. Will you be using a major charge card or a debit card? [If debit card, quote policy. Make sure you check the car group is available to use with a debit card]
Profile/ Discounts	Do you have a profile or any discounts you will use for this rental? If yes: Profile customer: Thank you for being a [Loyalty Status] member [switch to Profile Call Flow]. AARP, USAA, COSTCO customer: Thank you for being a [Partner] member [switch to Partner call flow] If No discounts: Check for one more discount: - Are you a member of any associations like a frequent travel program or motor club? - Check drawer logic for promotions or add Closing Discounts [CD]. Verbiage: I can offer an [Avis/Budget] discount. - What company do you work for? I can check to see if you have a corporate discount. If Yes: Is this for business or leisure? Check discount # for Corporate (ALP) discount for leisure
Small Business Lead	Offer SBL if drawer logic notification appears . [No offer if the customer is using Corporate or Telesales discount]. **If the customer signs up for Small Business, add the discount number to get a discounted rate.
Trip Details	Ask probing questions based on customers' needs to recommend car size and ancillary. Examples: How many passengers will be traveling with you? Is this for business or leisure? Will you need extra room for luggage? Do you know the area?
1st Opportunity to Add value	Based on the customer's details, recommend an ancillary product and quote the ancillary rate for the rental period. Use Ancillary Help Document drawer logic for natural language. Example Verbiage: I would like to recommend our Extended Roadside assistance for only [\$ PRICE] for the rental period. It gives 24/7 service for issues like flat tires, dead batteries and lost keys. Would you like me to add this to your reservation? Thank you.
Step 3: Solution/Sell	
Solution Recommend Featured Car Group First	Featured Car: In [city name], we are featuring our [featured car group], which would be similar to a [make/model]. This would be a great option because [explain benefit]. Would you like a quote for this featured car group? If the Featured car group declined, recommend a second car group: Based on your travel details, I recommend a [size car] similar to [make/model]. ***Start with a Standard or full-size (D or E) car unless the customer requests a specific size car.
Sell Quote Pay Now Rate First	Pay Now: If you are willing to Pay Now, your estimated total for [number of days] including unlimited mileage [or mileage fee], [\$0 coupon], [ancillary], taxes, and fees would be [\$ amount]. This is only [daily rate] per day. Offer to book after rate quote: With your credit card information, I can guarantee this prepaid rate today. If Accepted: Quote the full Pay Now cancellation policy and Authorization Amount. Pay At The Counter - quote if Pay Now is not available or declined: To pay at the counter, your estimated total for [number of days] including unlimited mileage [or mileage fee], [\$0 coupon], [ancillary], [ancillary], taxes, and fees would be [\$ amount]. This is only [daily rate] per day. Offer to book after rate quote: I can guarantee this rate with the spelling of your name and email address. Upsell Value Opportunity: I can get you a [more comfortable, larger, etc.] car for approximately [\$ difference]. Would you prefer the [upgraded] car?
Authorization Hold	If the rate quote is declined, address the concern Step 4 If Rate is Accepted: Quote the authorization hold amount for the major charge card, OR debit card. The Credit card type and pick-up location determine the authorization hold amount. [The authorization hold is released upon the return of the vehicle.]
2nd Opportunity to Add value	2nd attempt to add value if the rate is accepted: Recommend another single if the first offer was declined. Recommend a bundle if a single ancillary product is accepted.

Step 4: Address Concerns	
Acknowledge Clarify & Probe	Overcome Objection verbiage in xVR under keyword: Call Flow
	- Actively listen and respond to the customer's concerns. If the concern is the rate: Sell the value. - Follow the Drawer Logic for special event alerts. - Hold firm on pricing. Use Closing Discount or Power Drive coupon to save a sale. - Creatively offer different options such as a different location, car group, or dates.
Respond	Verbiage: I found an [Avis/Budget] coupon for [\$0] that I can include in your rate.
	Pay Later Verbiage: Rates are based on car availability and are subject to sell-out. I can guarantee this rate only if you book at this time. May I have your first and last name to reserve this rate for you? Pay Now Verbiage: I will not be able to guarantee this rate without a credit card. If you call back, re-check the rates because they are subject to change without reservation.
Step 5: Close	
Booking Details	Renter's Last Name, First Name (verify spelling)
	MINI LEASE: Rentals 60 days up to 11 months. If the caller's name is different from the renter's, enter the first initial and last name into the T/A Prompt (up to 10 characters example: kmorris). If you cannot fit the name in the prompt, enter the name in the phone prompt. Ex: 2567567930/8657961258/Katie Morris
	Email address: (verify spelling) "May I have an email address where I can send your rental details?"
	Phone number: Are you interested in receiving SMS text messages regarding your upcoming reservation? YES: Valid Cell Phone Number (area code) NO: May I have a phone number to add to your reservation? MINI LEASE: Enter the caller's phone number if different from the renter's. (Ex: 2567567930/8657961258)
Flight Information	Airport Locations Only: May I have your airline and flight number to add to your reservation so the rental location will know when to expect you?
Offer Pre-Check-In	Verbiage: <i>To save time at pick-up, you can complete a pre-check-in now, and there is no charge for the service. Do you have your driver's license and credit card available so I can complete the pre-check-in?</i>
	NOTE: This is NOT a counter-by-pass service. *Allows location to set up the rental agreement in advance for a faster checkout *Customers will still need to present their credit card and driver's license at the time of checkout at the counter
	If Yes: Complete the digital check-in and advise to go to the counter with their driver's license and credit card.
	If the customer says NO, advise the caller: "You may complete the digital check-in online with a link in your confirmation email." [Change the pre-check-in box to a regular reservation]
Payment Information	May I have the type of credit card you will be using?
	Pay at the Counter: Obtain the type of credit card (ex: CAC, CXC, CMC, CSC) Pay Now: Obtain full credit card number, expiration, security code, and billing address Security Code Verbiage: <i>May I have your 3-digit code on the back of your card to complete your reservation? [Amex: 4 digits on the front of the card]</i>
Recap	Mr/Ms. [Customer's Name] I have confirmed for you a [size] car picking up at [location] on [PUD & PUT] and returning to [location] on [DOD & DOT] . With the [ancillary products] and [Coupon] your estimated total is [\$0.00 amount] .
	Follow Drawer logic for Corporate discount number: Please present your badge, business card, or email with the company's domain name for corporate identification at the time of pick up.
	MINI LEASE: Advise the customer that they need to report the mileage to the location every 30 days and give the pick-up location's phone number.
Build Brand Value	Non Profile: I have emailed a survey to evaluate my services today and a reservation confirmation. <i>Again, my name is [agent's name].</i> Are there any other reservations I can help you with today?
Close	It was a pleasure speaking with you, and we will see you at [location] on [date] . Thank you for choosing [Avis/Budget] .