

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	<p>(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?</p> <p>(NO IVR): Where would you like to pick up your car? And will you be returning to the same location?</p> <ul style="list-style-type: none"> • What date and time will you be picking up the car? • What date and time will you be returning the car? <p>** Confirm you have the correct PU/RTN locations, dates, and times.</p> <p>Check car availability: Check the airport and one off-airport location when the requested location is sold out.</p> <p>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.</p> <p>Note: If the customer asks you to check another location, do not deny the customer.</p>
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	<p>Do you have a profile or any discounts you will use for this rental?</p> <p>If yes:</p> <ul style="list-style-type: none"> • 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] <p>If No discounts: Check for one more discount:</p> <ul style="list-style-type: none"> • 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]. <p>Verbiage: I can offer an [Avis/Budget] discount.</p> <ul style="list-style-type: none"> • What company do you work for? I can check to see if you have a corporate discount. <p>If Yes: Is this for business or leisure? Check discount # for Corporate (ALP) discount for leisure</p>
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	<p>Ask probing questions based on customers' needs to recommend car size and ancillary.</p> <p>Examples:</p> <p>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?</p>
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	<p>Featured Car:</p> <p>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?</p> <p>If the Featured car group declined, recommend a second car group:</p> <p>Based on your travel details, I recommend a [size car] similar to [make/model].</p> <p>*** Start with a Standard or full-size (D or E) car unless the customer requests a specific size car.</p>
Sell Quote Pay Now Rate First	<p>Pay Now:</p> <p>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.</p> <p>Offer to book after rate quote: With your credit card information, I can guarantee this prepaid rate today.</p> <p>If Accepted: Quote the full Pay Now cancellation policy and Authorization Amount.</p> <p>Pay At The Counter - quote if Pay Now is not available or declined:</p> <p>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.</p> <p>Offer to book after rate quote: I can guarantee this rate with the spelling of your name and email address.</p> <p>Upsell Value Opportunity:</p> <p>I can get you a [more comfortable, larger, etc.] car for approximately [\$ difference]. Would you prefer the [upgraded] car?</p>
Authorization Hold	<p>If the rate quote is declined, address the concern Step 4</p> <p>If Rate is Accepted:</p> <p>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.</p> <p>[The authorization hold is released upon the return of the vehicle.]</p>
2nd Opportunity to Add value	<p>2nd attempt to add value if the rate is accepted:</p> <p>Recommend another single if the first offer was declined.</p> <p>Recommend a bundle if a single ancillary product is accepted.</p>

Step 4: Address Concerns	
Acknowledge Clarify & Probe	Overcome Objection verbiage in xVR under keyword: Call Flow <ul style="list-style-type: none"> 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] .