

# ESSENTIAL FACTORS TO CONSIDER BEFORE CHOOSING A MOBILITY PROVIDER



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Choosing a mobility provider is **no easy task** - especially when you aren't entirely sure what it is you need to consider before making your decision, and all of the providers seem to offer the same service.

The wellbeing of your travellers is paramount, and you have **a duty of care** to ensure that the provider you choose can offer clean and safe vehicles. Not only this, but you need to think about factors you perhaps never even considered before, as risk management becomes more of a factor in your decision.

However, you shouldn't have to worry - choosing a mobility provider doesn't have to be a headache. To help you make an informed decision, we've come up with the **essential factors** you need to consider before choosing a mobility provider, including the wellbeing of your travellers, pricing, and the quality of the service you will receive.

This will not only help to ensure that your employees are satisfied with your travel programme, but also that you're receiving **value** from the provider you choose, through late-model vehicles, excellent customer service and proactive account management.

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# THE WELLBEING OF YOUR TRAVELLERS

Before you begin making a decision on which mobility provider to choose, you need to take into consideration the journeys your travellers will be taking. As you'll have a duty of care, we advise that you talk to your top travellers (those who travel most frequently), to ask them what their biggest issues are with their current travel programme and what they are most concerned about when travelling, and use their answers to inform your decision-making process.

You'll need to ask yourself two key questions:

## How long of journeys are my travellers taking?

This is especially important for frequent travellers, as stress and fatigue can mount when journeys are made longer by time spent queuing or other customer service issues, on top of the usual travel challenges such as jet lag or travel delays. A long journey means spending a longer amount of time on different forms of transport. Due to changing travel habits, travellers will likely be driving for longer domestic or regional trips (where they may have opted to take a flight or train in the past) which could further impact the length of their overall journey.

It's important to **understand the journeys in full**, so you can be wholly aware of any issues that may arise further down the line for your travelling employees.

## Where are your employees travelling to?

If they're travelling globally, their challenges are likely to be very different from those only travelling domestically. Some employees may have to travel to places they have never visited, and there may be different driving laws that need to be taken into consideration. For instances such as these, it's best to choose a provider that can offer you not just business car rental, but assistance with a mobility programme as a whole. This is even more essential in light of the pandemic, where you'll need to ensure that the vehicles your travellers use are safe and clean, no matter where in the world they are.



**TODAY AND EVERY DAY,  
WE ARE COMMITTED TO  
MAINTAINING THE HIGHEST  
STANDARDS OF CLEANLINESS  
IN THE INDUSTRY. WE PLEDGE  
TO GO ABOVE AND BEYOND  
TO PROTECT THE HEALTH AND  
SAFETY OF OUR CUSTOMERS.**



# COST

**Cost is an extremely important factor when it comes to choosing a mobility provider. However, it's important to understand that the daily rate isn't the only cost to focus on, and it's essential that the total cost of ownership model for a contract and the impact of ancillary charges is understood. For example, delivery and collection charges may vary across providers, and you may accumulate unexpected costs while in a contract, such as charges for damage.**

The pandemic made many businesses increasingly cautious when it comes to choosing mobility providers, meaning that pricing alone, while still important, is no longer a sole defining factor. Since it's likely that you will have to discuss your mobility options with a **risk management** or **business continuity** team, the cost of mobility may become secondary to other factors such as traveller wellbeing or sustainability, and there may be less emphasis on choosing a provider based on seemingly cheap rates alone.

Inexpensive pricing may be initially attractive for businesses looking to save money where possible, however, issues will likely crop up further down the line when it comes to customer service and the management of your account, that aren't immediately obvious when you make the decision to go with that provider.

For example, some frontline rental agents are encouraged to cross-sell and upsell expensive extras to their customers at the counter, such as insurance. On top of this, **damage handling fees** can often come as a surprise, as what constitutes as "damage" is ambiguous, which becomes a problem when there is no effective damage evaluation system in place.

However, at Enterprise & National, we have a system in place that helps to avoid this scenario across our operations – our **Damage**


**Evaluator tool;** this has specific definitions of what we classify as "damage" so you are never unpleasantly surprised by excessive fees.

Ultimately, to avoid additional costs, it's essential that you don't take 'cheap' rates at a surface level, and you evaluate the best provider for you based on **charges you may incur at any stage**. This means not choosing based on price alone, and understanding that even though a company may have cheap rates, this isn't the only cost you need to be aware of.

Additionally, since more important factors, such as the safety of your travellers and risk management will come into play, you need to be sure that the mobility provider you choose is able to offer additional **value** – not just the cheapest price on paper.

**TO SEE HOW ENTERPRISE  
& NATIONAL CAN HELP  
MEET YOUR INDIVIDUAL  
REQUIREMENTS,  
SPEAK TO ONE OF OUR  
MOBILITY EXPERTS.**

[FIND OUT MORE](#)



# EMPLOYEE SATISFACTION AND PRODUCTIVITY

**As previously mentioned, a lot of companies don't necessarily consider the impact on their business travellers when choosing a mobility provider, however, it's an extremely important factor to remember when making your decision.**

Business travellers get tired of repeated customer service issues, and will likely go **outside of their designated travel policy** in order to make their lives easier - especially if frequent travelling is an integral part of their role. This not only means you risk impacting your employees' productivity and job satisfaction, but it can cause **compliance challenges** if they aren't adhering to company policy.

When travelling for business, even the smallest issues can become stressful; namely, the delays that can happen at car rental locations, such as having to wait in long queues or receiving the wrong vehicle. If employees are consistently delayed due to these issues, then they could be late to important meetings which will impact the business as a whole. You're also likely to see **an increase in downtime and a significant decrease in productivity** as a result of consistently poor service. Not only is this stressful for travellers in the short-term, but it can also lead them to feel demotivated over time, which could impact their well-being.

National's **Priority Service** works hard to ensure our customers don't have these recurring issues, by giving business travellers at airports the opportunity to bypass the rental counter entirely and instead go directly to a booth in the car park - getting them on the road as quickly and smoothly as possible.

At Enterprise & National, we put travellers **back in control of their journey**, by eliminating waiting times and giving them more choice and convenience throughout their journey - which undoubtedly improves productivity and overall satisfaction with your travel programme.



# ACCOUNT MANAGEMENT

**The perception of car rental for many companies is that it is simply a “pick up and go” service, and doesn’t require any additional services or a method of communication for their travellers - which isn’t entirely true. Particularly for organisations with multiple business travellers, account management is absolutely essential to ensure all their journeys run as smoothly and seamlessly as possible.**

Changes in recent years have meant businesses need to adapt to ‘new normals’. Not only need to know if their provider is able to meet their requirements, but that they have the **capability to respond quickly under difficult circumstances.**

This has never been more essential. When choosing a mobility provider, perhaps one of the most important factors to consider is whether they can **react to your changing situation** in a way that creates little disruption and facilitates business continuity.

At Enterprise and National, we have played an integral part in keeping many businesses on the road throughout COVID-19, offering strategic advice to work with key stakeholders within your

business in order to develop mobility solutions that are able to react to rapidly changing circumstances. Our dedicated account managers ensure that even when your business is going through times of uncertainty, we can offer stability. One of our UK customers who operates an electrical distribution network supported this point:

“**Throughout the pandemic our strategic account manager was constantly available to react to our dynamic needs.**”

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As mentioned, we're not just about renting cars, but offering **a total mobility solution** to you and your travellers wherever they may need to go. We build robust partnerships with our customers, who can contact one of our dedicated account managers (either global or local) whenever they encounter even the slightest dilemma.

However, **we don't stop there**. Because of the long-term, strategic relationships we build with our customers, our account management teams will always be exploring new ways to make your experience with us much better.

We'll identify opportunities for cost savings, recommend alternative mobility methods where safe and appropriate (such as our **Enterprise Car Club**

scheme) and work closely with you to adjust your mobility solution if your circumstances change unexpectedly. The pandemic meant that, the way organisations conducted business changed dramatically, and our capability to **rapidly meet changing requirements** saw our account managers enable businesses to keep going, even in the midst of uncertainty.

This is one of the core strengths of Enterprise & National's offering; we focus on maintaining **long-term partnerships**, offering advice on all aspects of your mobility requirements, and acting as a financially stable, agile partner in times of uncertainty – as seen by our commitment to our customers before, during and after the pandemic.

# CUSTOMER SERVICE

**Alongside account management, we view customer service as one of the most important factors to consider when choosing a mobility provider because it will be where you see the best evidence for return on your investment. Low rates mean nothing when the service you receive is poor, and you shouldn't ever choose to partner with a business that isn't concerned about providing your travellers with the best experience possible.**

While every mobility provider will claim to provide excellent customer service, there's only a select few that will **actually deliver**. For many businesses, reasonable service will suffice – that is, for example, vehicles working correctly, or adequate account management. However, the pandemic taught many businesses that unfortunately, an acceptable level of service **isn't enough** – you need a provider that can go above and beyond to meet your needs, no matter the unexpected circumstances you find your business in.

At Enterprise & National, customer

service is at the core of everything we do, and the service culture within our locations is what sets us apart from the competition. Our employees are encouraged to consistently exceed our customers' expectations – proven by our ability to maintain **exceptional service levels** even in extreme circumstances, which one client in **Germany** found to be particularly valuable:

**“We're very pleased with the collaboration with Enterprise. The reservations, connection of new customers and the delivery of vehicles work very well to date, and we didn't see a deterioration in cooperation or service during the pandemic.”**



Our customer service levels continue to be of the highest quality. We're committed to providing the same service and positive results to all of our customers, even as customer requirements continue to change over time. Not only can we offer you safe and clean vehicles, we can provide exceptional account management and customer service, as part of a total mobility solution that can adapt rapidly to your changing circumstances.

**TO SEE HOW WE CAN MEET YOUR  
INDIVIDUAL REQUIREMENTS,  
AND IMPROVE YOUR EMPLOYEES'  
TRAVELLING EXPERIENCES, SPEAK TO  
ONE OF OUR MOBILITY EXPERTS.**

**SPEAK TO ONE OF OUR EXPERTS**





90+ Countries & Territories



2.1M+ Global Fleet Size



10,000+ Global Branches

## TWO GREAT BRANDS, ONE GLOBAL BUSINESS RENTAL SOLUTION.

For over 60 years, Enterprise and National have led the way in providing business travellers everything they need. Now we offer two great brands that give businesses the service and speed they expect, from a company they've come to know and trust.

National Car Rental has long been favoured by frequent renters at airports for speed and convenience. Enterprise Rent-A-Car is a great option for business travellers who need to rent near their home or office.

With these two brands, we're able to provide a flexible, efficient and comprehensive business rental solution to our customers, available in more than 90 countries across the globe.

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# WE HAVE WHAT YOU NEED. **WHEN YOU NEED IT.**

Learn more about how Enterprise  
and National are finding new  
ways to serve you better.

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