



THE KEY DIFFERENCES BETWEEN MOBILITY PROVIDERS



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Deciding between mobility providers can be tricky, especially when there are so many companies that seem to be offering the same products, and it can be tempting to go for the easiest, or what seems like the cheapest option. Additionally, the Covid pandemic has made the decision even more difficult, since priorities such as keeping your business moving and the welfare of your employees have become paramount.

However, you must consider the differences between each mobility provider in order to determine which is the best fit for your business. We've highlighted **the seven key reasons** we believe are the core differences between providers regarding offering, service and value.

We'll explain why mobility services that seem to be similar on the surface are actually very different in reality, and why you need to review each difference in relation to your individual requirements, the needs and welfare of your travellers, and **business continuity goals** - so you can be sure you're getting the service that will provide the most **value** for your organisation.

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REPUTATION

First of all, many companies will likely begin their research into mobility providers based on their reputation; that is, how well known, and more importantly in the current climate, how financially stable they are, as well as the quality of their customer service.

Businesses need to be confident that their chosen mobility provider can fulfil contracts (both now and in the future), and that they're **completely financially stable** - especially when trying to manage a wider travel programme.

Because we're a privately held, financially stable, and family-owned business, we at Enterprise & National can focus our efforts on delivering a **long-term approach** to servicing our customers throughout these uncertain times, concentrating on these **four key areas**:



Customer service



Account management and sales support



Technology and innovation



Cleanliness and hygiene
see our [Complete Clean Pledge](#)

At Enterprise & National, even though we have a global reach, we truly invest in our customer service at all levels and ensuring consistency across the world is an absolute priority. This means that we have the capability to deal with any account no matter the travel requirements, whether you are using us locally, regionally or globally.

Since the COVID-19 pandemic, our account management and sales support teams have developed from strength to strength - going above and beyond for our customers, and reacting quickly to their rapidly changing situations to create solutions that have helped to keep many businesses open, and on the road. For example, businesses in the construction sector faced significant challenges over lockdown due to housing sites being temporarily closed. This was the exact problem one of our UK clients faced, as they needed to remove costs from the business in order to continue trading.

Enterprise & National set to work immediately, creating a programme that allowed our client to de-fleet almost all of their flexible rental vehicles - without any additional charges. Then, as lockdown ended, our flexible plan meant the business could match fleet size with changing day-to-day requirements.



Enterprise's flexibility helped us to continue trading in a very difficult period and keep cash in the business. We're now growing the fleet again and are sticking with flexible rental, because we know first-hand that it's a solution that doesn't force us to invest in expensive assets.

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HYGIENE AND CLEANLINESS

Due to the impact of Covid-19 meant that businesses had new considerations to think about when planning their mobility programmes – in particular, keeping their employees safe.


Now, organisations have a responsibility to ensure that the vehicles their employees are using are clean and hygienic in line with government advice. Mobility providers have responded to this new requirement well, with many doing deep cleans of vehicles before and after they have been rented – making rental vehicles still a very viable method of transport. However, you will still need to do research on how each mobility provider is ensuring cleanliness standards are in place, as some providers will have a more **rigorous cleaning process** in place than others.

At Enterprise & National, we are committed to maintaining the highest standards of cleanliness in the industry, and helping businesses reduce contamination risk with our **Complete Clean Pledge**. As part of the Pledge, we've expanded our already rigorous cleaning protocols following guidance from leading health authorities and in partnership with the travel industry, to give our customers peace of mind that all vehicles are clean and hygienic.

For many organisations with the additional challenge of prioritising customer wellbeing, the commitment of Enterprise & National to health and safety made a huge difference to how they have conducted business during the new normal. One of our clients, a large vehicle repair business, stressed this as a core value of our offering:

“ ”

With Enterprise's added health and safety measures, we can be confident that our customers' wellbeing is being taken care of.



WANT TO KNOW MORE?

Find out more about our Complete Clean Pledge.

[FIND OUT MORE](#)

TECHNOLOGY OFFERING



The technology that mobility providers are able to offer their customers is increasingly becoming a dominant factor that places some companies above others.

For business travellers, their journeys are becoming less about simply renting a vehicle, and more about accessing **mobility**. Because of this shift, some suppliers have been investing significantly in technological innovations such as car club schemes and mobility on demand services to help keep businesses on the move.

However, **do your research**. Not all of these schemes and applications will be developed consistently across different markets. Often, companies will promote technological innovation as a way to attract their increasingly aware consumer, but don't necessarily create products that meet the requirements and address the challenges that their customers have.

In order to differentiate between mobility providers, you should research the companies that are consistently working to develop and invest in schemes that will **directly improve the experience of your travellers, and can help keep your business on the move**.

Here at Enterprise & National, innovation has played a key role in our growth and success since we were founded over 60 years ago. We're committed to the kind of innovation, problem-solving and industry leadership that helps customers meet their current mobility needs today and in the future. Our **Enterprise Car Club** provides business travellers access to properly sanitised and rigorously cleaned road-side vehicles alongside our daily rental services, ensuring that no matter where your travellers need to be, we can help them get there.

However, many other mobility providers will offer different technologies for their customers, and you should **keep in mind which best meet your business goals and travellers' needs**. While some technological innovations may seem attractive in theory, it doesn't always translate well into real world benefits. Be sure to have your technological requirements completely defined, so you aren't sold into extras your travellers don't realistically need.

ACCOUNT MANAGEMENT

One of the most important yet often overlooked factors that distinguishes one mobility provider from another is how they approach account management for your business. Your account management team should be supported by an office-based sales support function to offer full time support for queries; this way, they can meet your every need, no matter what it may be. If a mobility provider doesn't offer this, issues will often arise that you didn't even consider previously, which is why the management of your account should be a key factor in your decision.

While most mobility companies *will* offer account management, the **quality** will vary across providers, and some will only provide a **basic** level. However, while this may have been satisfactory in the past, the pandemic has highlighted the critical need for exceptional account management, as businesses who relied on mobility to keep them open needed strategic advice and proactive solutions to keep them on the road.

Under the current circumstances, this is **more essential** than ever before.

At Enterprise & National, a core value we bring to our customers is through our account management services, which have only **grown to be more vital** since the pandemic.

We'll assign a dedicated account manager to you (local or global - depending on your needs), and they'll communicate with you on a regular basis to discuss your travel policy, discuss how it can be impacted on a day-to-day basis, help develop travel plans to solve your business challenges, and most importantly, they'll provide a **central point of truth**. This makes it simple for your business to have access to your mobility policy on a **global level**, and our clients across the world cite this as a core value of our offering.

Our client, a German business facing challenges in light of the pandemic, notes our account management as a standout service, commending our ability to offer strategic advice to companies even under extreme pressure.

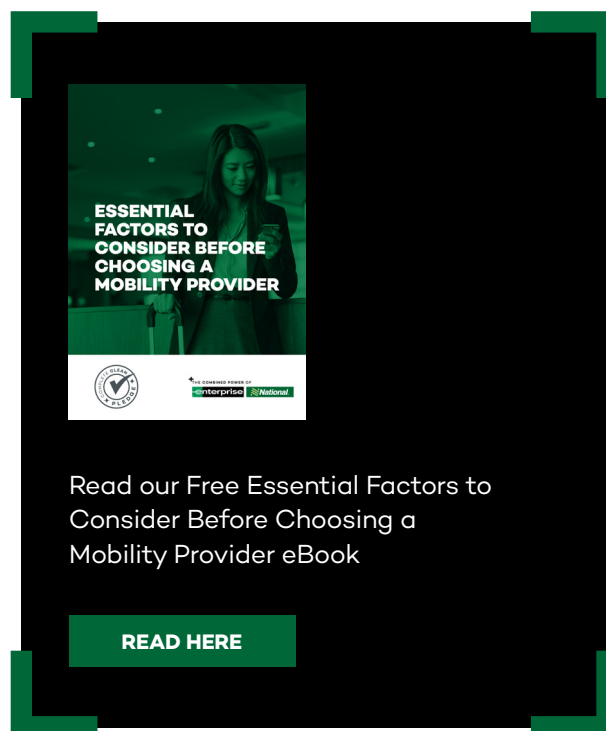
Good co-operation is essential, and this is 100% what Enterprise offers. The Munich branch has been very accommodating to us in recent months and we have been able to save several thousands of euros as a result.

LOCATION

A key difference between many mobility companies out there is whether they can provide their service in the markets where your employees will be travelling. While some mobility providers are perceived as having a comprehensive network or global reach, the reality is very different.

Not all mobility companies will be able to serve customers properly beyond the areas where they perform best (Europe, for example). While this isn't always the case, it could potentially be an issue if your requirement for a mobility provider is to serve you within those areas where they have less experience or a limited network of locations.

However, not all mobility providers have this issue.



At Enterprise & National, we can provide agile mobility solutions in more than **90 countries across the globe**, and have both local and global account managers that can communicate with our customers no matter where they are. While some providers will be focused on growing their global presence, we focus on building relationships and providing exceptional customer service across all of our locations.

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PRICING



Understandably, the cost of renting multiple vehicles is a huge factor when it comes to deciding between mobility companies, and it can be difficult to understand why companies who seemingly offer the same service have such different pricing packages.

While it's tempting to go for the cheapest rate you can find, **this isn't always a good idea.**

You'll often find that inexpensive, headline-grabbing pricing isn't always what it seems, and you'll likely face issues further down the line, including:

Poor customer service

Often, when mobility providers promote exceptionally low rates, they're cutting back elsewhere. Most of the time, this area is **customer service**, as the rate doesn't allow for close interaction and day-to-day management. When you base your decision on cost alone, you could be sacrificing a higher level of customer service and dedicated account management that you could be getting elsewhere. You need to be sure that you're not only receiving a **consistently excellent** front end service, but that back office billing and invoicing is up to a good standard.

Unexpected costs and ancillary charges

Often, businesses drawn in by cheaper rates **aren't aware of the additional costs** that come on top of this – in particular, ancillary charges such as delivery and collection (which are sometimes charged at a fixed rate **per mile**). It's always important to consider the **total cost of your annual car hire spend** and overlay your usage against the tariff. This way you will safeguard against any potential surprises.

DAMAGE HANDLING

Finally, one of the key differences between mobility providers is how they handle damage. This is mainly due to the ambiguity of what constitutes “damage”, as it can lead to disagreements between providers and their customers. As it’s often your word against the company’s, disputing any damage claims can be particularly challenging when you feel like the claim being made isn’t accurate.

This happens because a lot of mobility providers **don’t have a clear system or process in place to define “damage”**, and this uncertainty is often used as an excuse to charge customers extra fees. Even though most providers will get you to fill out some kind of checklist (as an EU standard) regarding the vehicle condition at pick-up, there is still an opportunity for unfair claims to be made once the vehicle is returned.

However, there are some rental companies that take **a fairer approach** to damage handling, and many have a defined system in place that prevents

disputes from happening, by using specific metrics to define “damage”. This treats the customer fairly while ensuring all vehicles are kept to an acceptable standard.

For example, at Enterprise & National, we don’t want to hold you responsible for any damage that existed prior to the use of your rental car, and **you shouldn’t have to worry about being charged for common wear and tear**, which is why our **Damage Evaluator tool** is in place across our operations - to not only realistically define “damage”, but give you peace of mind.

At Enterprise & National, not only are we committed to providing the best possible service for all of our customers, but we have the financial stability and capacity to react quickly to changes needed to sustain business mobility programmes both in the short and long term. Our commitment is to keeping your business moving, no matter what.

TO SEE HOW WE CAN MEET YOUR INDIVIDUAL REQUIREMENTS, SPEAK TO ONE OF OUR MOBILITY EXPERTS.

SPEAK TO ONE OF OUR EXPERTS



90+ Countries



1.85M+ vehicles



10,000 Locations

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.

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

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

GET IN TOUCH

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