

Dealers Improve Efficiencies and Lower Expenses

Using ARMS® Application from Enterprise Rent-A-Car

No matter what management system a dealership currently uses, it can easily be enhanced by the Automated Rental Management System (ARMS®) application from Enterprise Rent-A-Car. Designed to complement a dealership's own system, the ARMS® application, available at no charge, helps lower rental car costs for service loaners, simplifies invoicing, and improves service to customers.



Learning to use the ARMS® application is easy, with personal training at the dealership and ongoing follow-up by Enterprise.

For Lynn Davidson, Service Manager for Continental Nissan, the ARMS® application has made her job significantly easier. "Instead of spending my time matching purchase orders and repair orders with rental invoices, I have more time to manage the service department. It adds up to saving me the equivalent of a couple days each month and that makes a big difference to my bottom line," said Davidson, who has been using the ARMS® application for about five months.

As part of Continental Motors Group, the largest dealer group in Illinois, Davidson estimates that approximately 70 percent of Continental Nissan's customers have a service contract that includes a rental car. "In addition to helping me better manage costs by sending electronic authorizations directly from the dealership to Enterprise, including the number of rental days authorized, the ARMS® application makes it faster and easier to provide rental cars for our customers," said Davidson.

With the ARMS® application, service advisors are able to create an electronic purchase order for a rental car at the same time they are initiating a repair order for service. Because all of the renter's information, along with the number of days authorized, is sent to Enterprise electronically, the rental car is ready when the customer arrives for the service appointment.

Save Money and Reduce Errors

"Combined with my ADP management system, the ARMS® application helps me better analyze and manage the rental process on every level, while making it easy to significantly reduce errors and unnecessary delays that can impact customer satisfaction," said Davidson.

Davidson added that even if the customer shows up without an appointment, it takes only 10 to 15 minutes to have a rental car available because the request is initiated at the same time the service advisor begins writing up the service order.

"We are also able to reduce our costs because the contract is closed as soon as the rental car is returned to our dealership, even if the Enterprise office is closed," said Davidson. "And, if we need to extend the rental, information is sent directly to Enterprise,

eliminating the need for follow-up phone or fax requests. We can also view and print invoice information online within the ARMS® system."

Easy to Learn Program

According to Davidson, learning to use the ARMS® application was easier than she expected. "Enterprise took the time to have someone come to the dealership personally to train me, as well as all our service advisors and accounts payable people," commented Davidson. "And Enterprise continues to come by periodically to check on everything."

One of the features that Davidson finds most useful is the "notes" section that enables the service advisors to easily customize information about an individual customer's situation, which is communicated directly to Enterprise.

"I have better things to do with my time than making adjustments and corrections," said Davidson, who added she cannot imagine doing her job without the ARMS® application.

"But the bottom line is that what I value most is the personal commitment of each of my local Enterprise representatives to total customer satisfaction. Having this kind of partnership with our local Enterprise office makes a huge difference in our service department's ability to maintain the loyalty of our customers," she said.

For more information or to arrange a demonstration of the ARMS® application, please go to www.ARMSDealership.com or e-mail ARMSDealership@erac.com. **AD**

