



ET inaugurates 2nd ADNOC-AUTOSERV Centre in Abu Dhabi

Emirates Transport.. «Most sustainable Government Department» at BGreen 2013



ET role out 200 luxury cars for Abu Dhabi airport



Smart transport service launched for people with special needs



> By :

Mohammed Abdullah Al Jarman

> General Manager of Emirates Transport

Building on a great 2013



Dear readers,

A few months into our 2014-2016 Strategic Plan, and with the optimism and confidence gained from a very productive 2013, we, at Emirates transport, were keen to put in place ambitious plans and projects to continue the successes we achieved in the previous year.

As we made 2013 a year of best practices, a goal we succeeded in achieving; we are equally confident that our slogan for 2014 of “Professionalism of Performance” will be implemented to the required quality and standards needed to make a real difference to the level of services we provide as a corporation.

The awarding of the 2020 Expo to Dubai brought to end a special year, for both the UAE, which saw another year of major accomplishments, and Emirates Transport.

The federal transport corporation enjoyed exceptional financial results in 2013, achieving its strategic targets and enhancing its presence and position in the market as a leading transport company.

The services offered to clients were expanded and improved by the addition of a number of service centres and stations, such as the 2nd Autoserve Service Centre in Abu Dhabi.

The corporation's strive for improved services and business practices were also rewarded with a number of international standard certificates and awards.

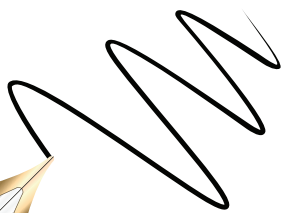
As part of its role in spreading transport safety awareness, Emirates Transport organised a numerous projects, initiatives and lectures.

The corporation also continued its proud tradition of corporate social responsibility offering a wide range of sponsorships and assistance to community and charity organisations.

It is with great energy and determination that we delve into 2014, knowing that our targets of development and excellence can only be achieved through hard work and a unified direction.

The start of the year has already delivered promising signs of recreating, and surpassing, the achievements of 2013, and through our publication we hope you can share this journey with us. ■

WELCOME



School pupils give musical performance

Al Qatami attends final day of National Day celebrations at ET

Humaid Mohammed Al Qatami, Minister of Education and Chairman of Emirates Transport (ET), attended the last day of ET's National Day 42 celebrations, alongside Mohammed Abdullah Al Jarman, ET general manager.

The day-long celebrations were held at the Intercontinental Festival City, in Dubai, and included musical performances by school students as well as employee competitions and other entertainment activities.

Al Qatami praised the celebration events and employee participation in these events.

The Minister of Education also honoured some of the winning participants in the event competitions which included individual employees and teams from various branches and departments of the corporation.

Honoured employees included winners of competitions such as the best national dish, best car decorations, treasure hunt and best department gift packs.

In his opening remarks, Mohammed Abdullah Al Jarman, ET general manager commended the strong bonds that tie the leadership with the people of the nation. ■



Minister of Environment and Water launches 21 CNG converted cars



His Excellency Dr. Rashid Ahmed Mohammed Bin Fahad, Minister of Environment and Water, launched yesterday (Monday) the initial phase of a plan to convert the ministry's fleet of vehicles to run on Compressed Natural Gas (CNG).

Bin Fahad unveiled 21 hybrid cars which were converted by Emirates Transport (ET) technicians at the corporation's workshops in Abu Dhabi and Sharjah.

The CNG conversion project is a joint operation between ET and Adnoc.

The Minister of Environment and Water said the CNG fleet conversion plans are part of the ministry's efforts to implement environmentally-friendly practices across all operations.

Speaking at the launch ceremony, Mohammed Abdullah Al Jarman, General Manager of Emirates Transport, said he was pleased with the cooperation with the ministry, adding that the federal transport corporation is ready to work with all government and private entities on developing sustainability practices.

The unveiled hybrid cars can operate on both CNG fuel as well as petrol.

As of yet CNG fuel refills are only available in select Adnoc petrol stations in Abu Dhabi and Sharjah.

Compared with vehicles fuelled by conventional diesel and gasoline, natural gas vehicles can produce lower levels of harmful emissions, and because CNG fuel systems are completely sealed, CNG vehicles produce no evaporative emissions.

As well as having environmental benefits, CNG fuel consumption carries an economic incentive for both for individual motorists and, in particular, commercial fleet operators, as it reduce fuelling bills on the long term. ■

ET inaugurates 2nd ADNOC-AUTOSERV Centre in Abu Dhabi



Emirates Transport (ET), in cooperation with ADNOC Distribution, inaugurated the 2nd ADNOC-AUTOSERV Centre, near Khalifa Park, Abu Dhabi.

The centre offers express auto maintenance and repair services at the heart of the capital, giving clients a convenient alternative to the industrial areas on the outskirts of the city.

Given its considerable experience in the field, Emirates Transport was entrusted with running the administrative and operational tasks of the centre through PROFIX.

The federal transport services corporation already operates the other centre, inaugurated last June in Sheikh Zayed Road, Abu Dhabi.

Mohammed Abdullah Al Jarman, General Manager of Emirates Transport, said: "The opening of the 2nd ADNOC-AUTOSERV Centre is the latest business venture between the corporation and ADNOC; a partnership which has yielded many successful endeavours over the years".

"We are confident that the combination of our expertise, competitive products, and convenient location will ensure clients will be offered the best possible services." He added.

Abdullah Salim Al Za'abi, Senior Deputy Executive Director of Administrative Affairs at ADNOC Distribution, said the opening of the auto service centre comes in response to increasing demand, and on the back of the major success of the first centre.

Al Za'abi added that the move is also part of the strategic plans to expand the company's auto services sector. The express auto centre offers a range of services including full maintenance and check-ups, car repairs, tyre changes and car washing services. ■

Corporation officially launch transport services to private schools

Emirates Transport (ET) officially launched its transport services for private schools with an operational fleet of a 100 buses, serving private schools nationwide.

"ET aims at adding 230 school buses to the service, with an estimated budget of Dhs68 million during the coming academic year," revealed ET's General Manager Mohammed Abdullah Al Jarman during a conference at ET Head Office in Dubai.

In order to extend the success achieved in public schools transport services launched during the academic year 1982/1983 for government schools, ET began to invest this success by providing transport services for any private school students wishing to take advantage of the organisation in June 2012.

During the past five months, the Schools Transport Centre concluded contracts with 17 private schools in Abu Dhabi, Dubai, Sharjah and Ras Al Khaimah through which 4,500 students are transported to and from private schools daily. The service is expected to expand with the registration of 35 new schools in the coming academic year.

He added that ET operates 4,000 school buses transporting 210,000 students from government schools. They are manned with 3,800 drivers and 2,700 male and female supervisors. The buses reach 36 locations nationwide.



"ET works hand in hand with its strategic partners from both the education and transportation sector to ensure UAE's school transportation services are the best in the world in keep pace with the highest safety and security specifications.

"This launch comes after earnest demands from high ranking education and transportation officials in general and from the school transport sectors in particular," he explained, adding that in the UAE private schools are on the rise, as "Currently, there are 176 in Abu Dhabi, 148 in Dubai and 75 in Sharjah. This continues to guarantee the success of

our new service." It will also reduce the commission cost and achieve maximum savings in expenses allocated to students' transportation, besides helping private schools to return their focus on the education of students rather than their transportation. It will also help curb traffic congestion.

Last year saw the renovation of ET's private schools transport centre which will rent out buses, produce qualified drivers, male and female transport safety supervisors (attendants).

A supportive technological solutions centre was also established to offer surveillance and tracking services. ■

مواصلات الإمارات Emirates Transport



ET launches Centre for Information and Competitiveness

Emirates Transport (ET) has announced the launch of the Centre for Information and Competitiveness, which will operate as part of the Business Development Department.

ET General Manager, Mohammed Al Jarman, said the new centre was set-up to keep up with a rapidly expanding matrix of services and to improve the decision-making process at the federal transport corporation.

Al Jarman added that the open competitive nature of the UAE economy makes it imperative that businesses are fully informed on their particular market, thus the new centre will help achieve this for the corporation.

Al Jarman also said that the overall result of the addition of this centre will be an improved services to the clients of ET and the general public, thus it has the added benefit of helping the corporation achieve the targets set by the federal government in improving services to the general public.

Eng. Abdullah Al Kindi, Executive Director of Business Development at ET, said the new centre represents a qualitative leap in



terms of research, statistics and economic feasibility studies which will boost the deci-

sion-making process at various levels of the ET corporate structure.

ET Call Centre successfully responds to 97% of queries



The Emirates Transport (ET) Call Centre successfully resolved 97% of all queries from school transport clients and stakeholders during the month of September, it was revealed.

The figures were released by the Department of Operations at ET which handles all queries and complaints received by the Call Centre.

Mohammed Abdullah Al Jarman, ET General Manager, said the figures show the high importance the corporation attaches to customer service, in general, and school transport clients, in particular.

Al Jarman added that the Department of Operations receives special attention and support from the higher management of ET due to its vital role dealing direct with feedback from clients.

Mohammed Ali Obaid, Manager of ET's Department of Operations, said that the 97% figure represents the proportion of calls which were successfully resolved within the target time-frame, as per followed procedure.

Obaid said that apart from the Call Centre, which customers can reach on 8006006, anyone wishing to contact the corporation can do so through a number of means such as the ET official website, the corporation's social networking sites, traditional and electronic mail as well as the MyGov website, the federal customer feedback site.

ET to issue Operational Cards for all land transport vehicles



An agreement was signed between the National Transport Authority (NTA) and Emirates Transport (ET), which will see latter issue Operational Cards for all land transport vehicles. The arrangement follows the introduction of the UAE's Land Transport Act back in September.

The agreement was signed in a ceremony held at the Dusit Thani Hotel, in Abu Dhabi, by Engineer Ibrahim Abdullah Al Wahabi, the Director General of the NTA, and Mohammed Abdullah Al Jarman, General Manager of ET.

In line with the agreement, all land transport vehicles applying for- or renewing- their vehicle registration will be required to supply an Operational Card, which will now be issued by Emirates Transport.

The federal transport corporation will initially offer its services at three locations in Abu Dhabi and six in the Northern Emirates. It is likely, however, that the service will be expanded to other sites to meet any increase in demand.

According to the agreement the NTA will provide ET with all necessary information and data needed to issue the cards.

Regulation

Engineer Ibrahim Abdullah Al Wahabi, the Director General of the NTA, said: "This agreement is a fruit of the Land Transport Law which aims to enable the NTA to perform its tasks in the land transport sector under Cabinet Resolution No. 25 of 2006. It seeks to regulate control over the land transport sector in the UAE and



» ET will initially offer services at three locations in Abu Dhabi and six in the Northern Emirates

achieve consistency between federal and local land transport laws. The Land Transport Law also targets the stimulation of economic growth in the country.

"The act also regulates the operating procedures of national companies and corporations in passenger and freight transport between the UAE and other countries." He added.

ET General Manager, Mohammed Al Jarman, said: "The Corporation is ready to take on this new task and will spare no effort in providing the best possible service to repay the trust shown by the NTA."

The service is expected to be launched next month in Abu Dhabi and within two month in Northern Emirates, according to ET officials. ■



ET role out 200 luxury cars for Abu Dhabi airport

Emirates Transport (ET) has begun operating 200 luxury taxi cars from Abu Dhabi Airport under the supervision of the Centre for Regulation of Transport by Hired Cars in Abu Dhabi (TransAD).

The new 24/7 service, to be exclusively provided by the federal transport corporation, comprises a large and state-of-the-art car fleet, including Mercedes Vito at terminals 1 and 3 and Toyota Camry at terminal 2.

With their black painted colours and new plate numbers, these new taxis are easily recognised. Besides, the taxis have been equipped with cutting-edge safety and security features, offering commuters an exceptionally convenient travelling experience. To ensure all family needs are addressed, the cars had their interior elegantly redesigned and retrofitted, allowing more space for baggage. In addition, they are equipped with an online tracking system, speed limiter and updated GPS facilities. Vehicles for people with special needs and the elderly are also available.

According to TransAD, the new service is in line with the centre's aspirations of pioneering taxi services, building upon the rapidly-growing status of Abu Dhabi, both regionally and internationally as the



leading hub for world-class activities in all sectors. In future, TransAD aims to provide all silver taxis with facilities for the disabled in addition to converting the fleet to run on green diesel.

“By the end of the project rollout a total of 200 vehicles are estimated to be operational, with each one costing around Dh200,000, taking around three to four months for ordering and shipment,” said Walid Salem Al Muhairi, executive director of Transport and Leasing at Emirates Transport.

Earlier, the DoT launched an application called Abu Dhabi Taxi, where people could place their orders through their smartphones. ■

As joint owner of the Saudi-Emirati Transport Company

Emirates Transport enters Saudi school transport market



A new player has entered the lucrative Saudi school transport market in the shape of the newly formed Saudi-Emirati Transport Company, an equally owned venture between the Saudi Public Transport Company (SAPTCO) and Emirates Transport (ET).

The Saudi-Emirati Transport Company, which will be based in Riyadh, was registered under a 50/50 share basis between the two companies and a start-up capital of 100,000 Saudi Riyals.

Officials say the initial core business of the new company will focus on providing school transport services to public and private sector schools, with scope for future expansion into other transport-related services.

The agreement to form the company was signed on Tuesday by Eng. Khalid Alhagail, Board Member and CEO of SAPTCO, and Mohammed Abdullah Al Jarman, General Manager of ET.

Eng. Alhagail said the considerable combined technical and operational expertise of the respective two partners will ensure the new company will have a major impact on the huge Saudi school transport market.

ET general manager, Mohammed Al Jarman, expressed his delight and excitement at the new partnership. He said: “We’re looking forward to the opportunity of bringing our long-standing experience in transport, and school transport in particular, to a new market and we will work very hard to ensure the new company will achieve the highest international standards and become a role model in the field.”

257 used vehicles sold by National Auctions Centre

National Auctions, part of Emirates Transport's group of business centres, announced the sale of 257 used vehicles during auction number 12 for this year.

The lot included 60 damaged vehicles belonging to various insurance companies in the state.

The centre holds auctions for used vehicles of the corporation as well as external parties such as government entities and transport companies.

Salman Mohamed Ibrahim, Manager of National Auctions, said the closed envelop auction, which was open for 10 days, was held in the Abu Dhabi area of Mussafah 2 and was attended by a large number of private companies and individuals with an interest in the trade of used vehicles.

Salman stated that the total number of vehicles sold since the start of the current year amounted to 1,917 vehicles, an increase of 59% on the number for the same period of last year,



which stood at 1,203 vehicles.

The Manager of National Auctions added that the revenues of used vehicle auctions at Emirates Transport, during the first ten months of 2013, reached Dh51 million, an increase of Dh14 million, compared to the same period of 2012.

The raise in revenue, he commented, was the result of a 28% increase in the number of participants in the auctions, compared to the same period last year, which is reflected in a 38% increase in the total value of sales for this same period.

Smart transport service launched for people with special needs

The Ministry of Social Affairs, in cooperation with Emirates Transport, launched smart transport services for people with special needs entitled "Arrive Safely", in a ceremony held at the Dubai Centre for the Care and Rehabilitation of the Disabled.

The project was inaugurated by HE Mariam bint Mohammed Khalfan Al Roumi, Minister of Social Affairs and HE Humaid Bin Mohammed Al Qatami, Minister of Education and Chairman of the Board of Directors of Emirates Transport.

The initiative includes the provision of 36 new and upgraded buses equipped to serve special needs students, and their parents, and fitted with satellite tracking systems as well as the smart ID cards system.

The buses are also equipped with screens that can be used for information and awareness programmes.

In order to ensure the maximum benefit of the project, a series of training workshops were held for people with special needs and their parents, as well as drivers and transport assistants.

HE Mariam bint Mohammed Khalfan Al Roumi, Minister of Social Affairs, said that this initiative comes as part of the

measures taken by the ministry to implement the provisions of Federal Law No. 29 of 2006 to care for people with special needs.

For his part, HE Humaid Mohammed Al Qatami expressed his delighted at the launch of the initiative which will transport students with special needs who frequent the various centres under the Ministry of Social Affairs in Dubai, Ajman and Ras Al Khaimah and Fujairah. ■



MoU also signed with Al Futtaim Motors

Emirates Transport (ET) and Al Futtaim Motors agreed a Memorandum of Understanding (MoU) which aims boost training efforts at the federal transport corporation and improve services to its clients.

The MoU also opens up avenues to further strengthen working relations between the two parties and offer opportunities for mutual exchange of expertise in various related fields.

The agreement was signed by ET General Manager, Mohammed Abdullah Al Jarman and Al Futtaim Motors Managing Director, Jon Williams. A number of senior managers from both companies also attended the signing ceremony.

Al Jarman praised the strong relations between ET and Al Futtaim Motors and expressed the corporation's eagerness to strengthen and improve all ties with its most influential suppliers.

The ET general manager also said that the MoU will help the corporation develop better



training and skills among its staff and improve operations and services to clients.

For his part, the managing director of Al Futtaim Motors said he was pleased for the op-

portunity to further bolster the already excellent working relationship with Emirates Transport, which is regarded as one of the largest and most important clients of Al Futtaim Motors.

ET retains Dubai Chamber's CSR Label



Emirates Transport (ET) has successfully retained the prestigious Dubai Chamber Corporate Social Responsibility (CSR) Label, and remains the only government institution to receive the honour last year.

The award recognizes companies that have made a positive impact on the community and demonstrated a commitment to best practices in CSR. The federal transport corporation was among a number of companies to receive the award at a ceremony, held Wednesday afternoon, at the Dubai Chamber of Commerce and Industry.

In his acceptance speech, Mohammed Abdullah Al Jarman, General Manager of Emirates Transport, said that retaining the CSR Label



reaffirms the corporation's serious commitment towards its social responsibilities.

Al Jarman praised the work of the Dubai Chamber's Centre for Responsible Business, which oversees the assessment and awarding of the CSR Label.

He said: "We have benefited greatly from the observations and recommendations that we received in the external evaluation report from

our first participation, which helped us to develop and adjust policies and practices in line with what we aim to achieve as a socially responsible federal corporation.

"In 2013, the corporation expanded its stimulus and recognition programmes for employees, across various job categories and grades.

"Moreover, this year saw the corporation take big strides in measuring the carbon footprint of the buildings and the activities of the corporation, as well as the launch of two environmentally-friendly projects in the form of the award-winning dry car washing service and the Tire Retreading Factory, all in line with the UAE government's strategies towards a green economy," added, the ET General Manager.

The sixth certificate in comprehensive management

ET awarded ISO 31000 certificate for Risk Management

Adding to its growing list of achievements in the areas of Quality Management and Integrated Management Systems, Emirates Transport (ET) has been awarded the ISO 31000:2009 in risk management by Vincotte, Middle East.

Khalid Ahmed Abdullah, Executive Director of ET's Financial Affairs Division, was on hand to receive the awarded certificate on behalf of Mohammed Abdullah Al Jarman, ET General Manager.

Ian Porter, Regional General Manager - Vincotte International Middle East, presented Abdullah with the ISO 31000:2009 certificate, at the ET Dubai head office.



Also attending the certificate presentation were Majdi Abu Saleem, Manager of Risk Management Department, and Abdul Ghani Al Almi, Risk Analyst at ET.

After receiving the certificate, Abdullah praised the strategic partnership between ET and Vincotte Middle East, which, he said, has

supported the corporation in attaining its seventh ISO certificate.

The Executive Director of ET's Financial Affairs Division added that such an achievement is an indication, of the fruitful working relationship between the two parties, and ET's serious commitment towards the adoption of the high-

est international standards in business practices.

Majdi Abu Saleem, Manager of Risk Management Department, said the award of the ISO 31000:2009 came after a series of thorough auditing visits which included presenting detailed evidence of practices as well as face-to-face interviews.

ET employees take part in the "1000 Volunteer for the UAE Environment" initiative



Emirates Transport (ET) successfully organized a clean-up initiative to mark the International Volunteer Day. The initiative titled "1000 Volunteer for the UAE Environment" targeted the participation of 1000 volunteers in clean-up operations at various locations throughout the state.

The objective of the initiative was to encourage a spirit of volunteerism among ET employees, and the general public, and to raise awareness of environmental issues.



All branches of ET, representing all emirates of the state, took part in the activities which covered beaches, open public spaces and beauty spots.

Volunteers included a cross section of ET employees, including senior management, as well as members of the general public who answered the call to join in the activities.

Mohammed Abdullah Al Jarman, General Manager of ET, said this initiative comes un-

der the responsibilities and commitment of the corporation towards the environment and the wider community.

Al Jarman thanked the organising teams behind this initiative and all cooperating local entities such as the various municipalities who helped facilitate the locations of the initiative.

The ET GM also praised all the volunteers who took part in the clean-up initiative, stating the importance of volunteering in building a healthy and positive community and environment.

Emirates Transport named "Most sustainable Government Department" at BGreen Awards 2013

Emirates Transport (ET) received a valuable endorsement in its environmental efforts as it was named "Most Sustainable Government Department" at the BGreen Awards 2013.

More than 300 people attended the glittering awards ceremony at the Jumeirah Beach Hotel in Dubai, which recognised the sustainability achievements of organisations across the country in 12 categories.

Among the guests were government delegations from Dubai's Department of Tour-



ism and Commerce Marketing (DTCM) and Dubai Municipality.

Addressing the audience at the beginning, DTCM's Shaikha Ebrahim Al Mutawa described the BGreen Awards as "a celebration of sustainability and rewarding those companies who have begun the journey - everyone is a winner."

Introducing the evening BGreen senior editor Gary Wright told the audience: "This evening is about recognising achievements of organisations both large and small and while there can be only one winner in each category. Each of the finalists has my personal congratulations for their sustainability efforts in the past 12 months."

Van T. Tran, Senior Strategy & Investment Advisor from Green Energy Solutions presented the award to Eng. Amer Al Harmoudi, Executive Director of Auto Technical Services at ET.

Al Harmoudi said: "It is a great pleasure and honour for the Emirates Transport team. The senior management of Emirates Transport have been following and concentrating on making a mark in the field of sustainability.

"We represent the government in many sectors, one of which is the transport field. We do have a responsibility towards the community to reduce our carbon footprint. Sustainability is one of our main targets, our main achievement to change and reduce the carbon footprint and make a green fleet. This is just the beginning and there is still a lot of research going on.

"We operate the largest fleet of buses in the UAE, and we do understand our responsibility in reducing our CO2 output. You will see how we will work towards reducing our carbon footprint in the coming years."

Emirates Transport has made significant strides this year, having converted 3,000 of its 12,000 vehicle fleet, plus another 1,000 taxis and police cars, to run on compressed natural gas.

CNG reduces carbon monoxide emissions by 93 per cent compared with petrol. It has halved the 15,000 tyres dumped in landfill each year by setting up a re-treading factory and all its vehicles use waterless washing.



The Car Rental Business: How to Market the Wheels...?

When it comes to marketing a product, it is somehow easier than marketing a service ... even in marketing strategies there are only 4P's involved with marketing a product, whereas service marketing involves seven and sometimes fourteen—depending on the service and the nature of business a given company operates in. While service marketing is difficult, what makes it even harder when the industry a company operates in is homogenous; having very small differentiations in terms of features, benefits, and/or quality.

Thus, such industries operate based on the grounds of pricing and availability—the customer who knows you, and knows you provide such a service in medium-to-low prices will approach you. Such facts leave no room for service marketers to innovate; ultimately having to join forces with other departments in a given organization to handle the price, operational efficiency, and service quality wars which help them build a brand that sells. One of those fiercely competitive service industries is the car rental business; marketing is no typical game and the strategies used must be unique, cost effective, and timely. The question then here is: what are those strategies to be used by marketers in the car rental business to prosper?

Focus on Creating a Brand

With no way to determine the real difference between car rental companies and the tendency to make quick decisions, customers tend to depend on the criteria of the brand and/or the price when choosing which company to go with. If the brand criterion is not clear, then the ultimate decision is based on price—which leads to the price war spoken about earlier. Thus, it is vital for the car rental marketers to create a clear brand that stands for whatever the customer in such market connotes with quality. For example, customers in a given market might connotes quality with a foreign brand name, the variety of service, or the focus of services, providing services of higher prices than competition, providing only one type of cars to be associated with, and/or even focusing more on the quality of workshops and associated services.



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Business Development Department

Ultimately, understanding how customers perceive your brand is the key to success in such a competitive market place.

Focus on Your Current Customers

If you are an established business in the car rental industry, focusing on your current customers and increasing their satisfaction levels is the key to success. Earning a new customer is a very difficult task in any given industry, but it is much more difficult in the service industry and specially the car rental business. Keeping a happy customer ensures business continuity and additionally attracts new customers. This can happen by offering bundled services to sell more than one service for a good rate (ensuring all services are utilized and at the same time offering a good price). Additionally, creating loyalty programs giving customers more worth for what they pay for repeatedly. And more importantly, collaborating with your customers on their business providing them transportation solutions for problems they face instead of just offering your service.

For a new car rental business, it is all about attracting new customers and this can only happen by addressing the need of the customers by the availability of the service. Being where your customers need you the most is vital; an

established business attracts by its brand name, but a new business needs to be always where its customers are. For example, operating in a hotel chain where tourists utilize car rental services is a great solution for a beginner company.

Pay Attention to Customer Service

Customer service in the rental business is not only defined by how to service the customer; there are many elements associated with such an industry, such as, road service assistance, car replacement, workshop service, addressing customer complaints, etc... Understanding how to create an added value by an added cost effective and value generating service is a must. An added service might hurt the brand if not of high quality or value, and might hurt the company if draining its resources even if creating high satisfaction levels for the customers. A balanced combination between what is provided and what is perceived ultimately creates customer loyalty and retention.

Never Advertise ... Use Marketing

Advertising is a very costly solution for product selling companies, and not a very practical solution for the service selling companies (specially in the car rental business) as they increase cost and take away the efficiency element spoken about earlier needed to face competition if a price war raised. Using TV ads, newspapers, and other traditional means of advertising is not going to increase usage for a car rental company – merely create awareness for the brand which can be created in practical means using marketing methods additionally ensuring ROI and ways to measure your activities efficiency. Communicate your brand value and services offered by using for instance email marketing where you target a specific list of customers and measure their response rate. Additionally, direct sale is a very effective technique of marketing your service through personal presentation, demonstration, and the sale of

your services to consumers where they reside (at work, home, shopping malls, etc...)

Recognize Your Customers

Aside from loyalty programs which depend on usage, recognizing your customers and the value of being associated to your brand is a must. To be a leader in your industry you have to create standards for others to outperform in and reward them on their performance. For example, creating excellence awards to major clients, to the best suppliers, to customers outperforming in their business by default creates an industry leader which creates aspirations for association with your brand.

Create & Drive the Change

Adoption of marketing strategies and having the same offering as the competition is common

between all the industries, but the car rental business is a very fast moving, very competitive, and very price sensitive not to allow such mimicking of service offering or marketing strategies' adoptions. To really win in the car rental business you have to drive the change and be a market leader in what you offer and how you reach your customers. At the end, what you offer is a car no different from what others offer, so be different in how you offer it! ■