

Avis takes intranet road to hire profits

Car rental giant is already achieving returns on system

Emma Nash

AVIS Rent A Car has deployed a new intranet that it claims has improved customer service and cut costs.

The company spent £90,000 and almost a year deploying the system across its UK operations, and claims it is already saving £70,000 a year on reduced paper consumption alone.

It expects to save a further £13,000 a quarter by reducing customer query costs.

The intranet replaces paper-based processes for hiring cars online, giving its staff access to detailed, real-time information and removing complications associated with the booking process.

The intranet went live at the beginning of March.

IT customer account manager Sharon Rigler said she had a small IT team and a relatively slim budget.

'We rent cars and we use technology to help us. Where technology is a benefit, we'll use it,' she said.

The new intranet, called Wizdom, runs on Microsoft NT 4.0 on



Compaq servers, feeding into the mainframe-based reservation system, Wizdom. IT consultants OCS Consulting assisted the implementation.

Some 1,000 staff are using Wizdom at Avis headquarters in Hayes, Middlesex and booking outlets across the country.

'We involved the users from the word go and they have reacted enthusiastically. They have been given the confidence to deal with customers, safe in the knowledge that the information within the intranet is accurate,' said Rigler.

Avis is treating Wizdom as a continuous project and will go on adding functionality. Human resources and personnel

applications will be added in the future.

If successful, similar systems will be deployed at Avis sites across the world.

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- Avis has spent £90,000 deploying an intranet for its UK staff
- The car rental company says it is already seeing returns on investment

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