



Attila Bacsa, Avis 'Visible results within six months'

Avis car hire is part of the Avis Budget Group (ABG).

Avis has over 10,000 locations in 175 countries worldwide and is one of the larger car rental companies in the world. In the early sixties, Avis launched the slogan "We try harder", positioning themselves as the world's number two car rental company. Or rather the car rental company that must constantly prove itself to be as good as the No. 1, again and again. This idea has now become the core of our company philosophy, even though Avis has long since become a market leader in Europe.

Results

- Remote insight and control
- User-friendliness
- Separate and shared insight at country level
- Flexibility
- 5-10% savings in FTE
- DSO reduction up to 20%

Attila Bacsa, Manager Accounting Avis

- 'The search for user-friendly system, which was able to offer transparency, clear overviews, speed and reporting possibilities, led us to OnGuard.'
- 'OnGuard was able to earn our trust and created enthusiasm.'
- 'In a negative economic climate, Avis has still been able to realise improvements in the field of credit management.'
- 'The fact that OnGuard is now being used in a large number of countries is a major advantage; each country is familiar with its own customers and we learn a lot from each other's experiences.'



Attila Bacsa:

'In a negative economic climate, Avis has still been able to realise improvements in the field of credit management.'



Integrated Credit Management

Attila Bacsa is responsible for Credit Management as well as Customer Service and Sales Support at Avis in the Netherlands. This is a successful combination that perfectly integrates customer focus and commercial objectives into Credit Management. Bacsa: "Avis pays a lot of attention to Customer Service and I am convinced that this plays a major role in the results of our Credit Management. Recent improvements were made by streamlining the invoicing process. We use specific and effective communication with our customers in order to keep complaints to a minimum. We currently register disputes in our own European (web-based) system; in the future, we definitely want to create a connection with OnGuard."

Insight and structure

The search for a user-friendly system, which was able to offer transparency, clear overviews, speed and reporting possibilities, led us to OnGuard." Avis has both commercial and private customers, and both these categories have their own specific sub-groups. Bacsa: "Each group deserves a customer-friendly and specific approach. Another important requirement when looking for credit management software was the remote management and insight feature, because Avis Europe had a Shared Service Centre in Budapest where Collection activities were outsourced. OnGuard was able to earn our trust and created enthusiasm, whereby Avis started to implement the software in 2008."

Expansion and roll out

The results were visible within six months of OnGuard being introduced at Avis Netherlands. Bacsa: "Naturally, colleagues in other countries noticed the difference. Each year there are two opportunities for credit managers of Avis Europe come together, which gave me the chance to place the Dutch case on the agenda. Thanks to restructuring and professionalisation

involving OnGuard software, the DSO in the Netherlands decreased by ten days. I was convinced that other countries would also be able to decrease their DSO's by a few days. In the meantime, OnGuard is being used in the Netherlands, Germany, France, Belgium, UK, Spain, Portugal, Italy and Switzerland, with Scandinavia also considering the benefits that OnGuard is able to offer. We generally ended up implementing software in a large country and a small country simultaneously; for example, Spain and Portugal, and Italy and Switzerland. This went quite well."

Result

Because the use of OnGuard coincided with other efficiency measures and reorganisations, it is difficult to say which results can be specifically attributed to OnGuard software. Bacsa: "One thing is certain; significant savings have been realised in FTE. Good results were also realised from a financial perspective, although this can also be attributed to other improvements, like those related to invoicing. Compared to last year, the DSO in Germany has decreased by nine days, which is a saving of almost 20%. In terms of Avis Europe Group, the DSO decreased by almost five days, but many countries have not yet been operational with OnGuard software for a full year, thus I expect even better results."

Continuity

"Payment problems are an ever-present factor and are encountered in all sectors. Avis encounters seasonal influences and a practical issue we want to manage is the registration and follow-up of penalties that our customers incur while using our vehicles (and other vehicles)."