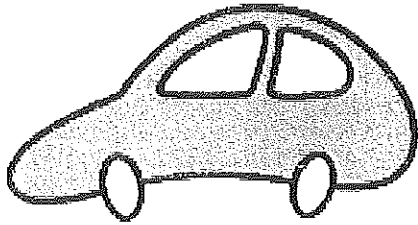


C customers



A re

R eally

hot

S pecial

at

Hertz

A #1 Advanced Customer Service Course

This course focuses on the importance of communicating with customers, providing exceptional service by exceeding their expectations and actively listening to their comments and queries.

The course includes:

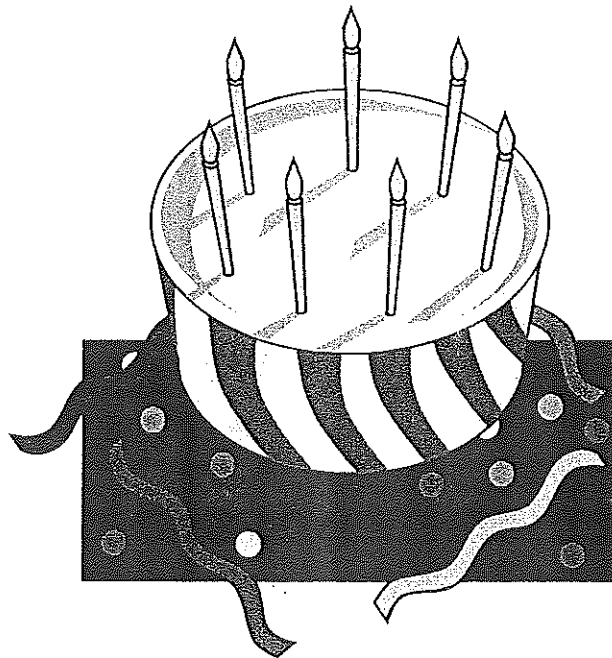
- Superior service at Hertz
- Gaining the winning edge
- Transforming difficult customers to regular customers
- Converting loyal customers to ambassadors

SUPERIOR SERVICE AT HERTZ



WHAT IS A CUSTOMER?

A CUSTOMER
IS NOT
THE FROSTING
ON THE CAKE -
THEY ARE
THE CAKE



THE FROSTING IS
AN IMPROVED REPUTATION
AND HIGHER PROFITS
AS A RESULT OF
A
QUALITY JOB.

CUSTOMER NEEDS

"The most important activity any company can do is listen to its customers. Listen hard and listen well - that is the secret to financial success!"

- Anon



In order to meet the needs of customers, we must understand their basic requirements:

What most customers need is:

- ✓ Help
- ✓ Respect
- ✓ Good Value
- ✓ Empathy
- ✓ Satisfaction
- ✓ Support
- ✓ Friendly face
- ✓ Excellent service



THE HERTZ QUALITY POLICY

The Hertz Corporation is committed to meeting and exceeding the expectations of its customers.

Hertz is committed to maintaining its #1 worldwide position by focusing on measurable and sustained quality management tenets.

At Hertz, the customer will always come first

Everything we do is designed to improve the quality of the Hertz experience. Continuous improvement of our relationship with customers and suppliers is vital to our growth as a company. The delivery of consistent performance will be achieved by sustaining our quality management practices.

Hertz will deliver the best service and products in the industry

Customer loyalty is earned by combining the highest professional standards with a company-wide commitment to customers' satisfaction.

Hertz employees are the reason for our success

Hertz strives to provide a stimulating, empowered work environment, which allows people to maximise their contribution to the success of our business. Clear understanding of our company's objectives will allow us to develop motivated and enthusiastic employees.

Achievement of these goals will bring continued success along with rewards, opportunities and self-esteem for each of us

