



Avis Scandinavia

Scandinavia's leading car rental company turns to Sugar Professional™ to revitalize its marketing initiatives and streamline communication with its customer base.

Company Profile

Headquarters

Billingstad, Norway

Founded

Avis Rental was founded 1967.
Avis Sweden was founded in 1968. Avis Denmark was founded in 1969

Company Description

Avis is Scandinavia's leading car rental company with more than 350 car rental locations and 15,000 rental cars distributed between Denmark, Sweden and Norway

Customers

Consumers and businesses of all sizes throughout Scandinavia

Website

www.avis.dk

Solution

Sugar Professional

Implementation Partner



Customers of Avis Rental Car are always on the go, which requires the company to constantly update and revitalize its ability to communicate and service its consumers. Such was the case for Avis Scandinavia, the leading car rental company of the Nordic region. Avis Scandinavia was looking to capitalize on a multi-channel sales, reservations and marketing campaign to improve customer satisfaction, customer feedback and opportunities for cross-selling and up-selling.

The key was not over-showing customers with multiple communications across different channels and departments, says Tom Orvei, CRM manager of Avis Scandinavia. "We were walking a fine line between initiating new channels of communication, such as SMS text and surveying, while ensuring we weren't bombarding them."

A Google Search Leads to SugarCRM

Avis Scandinavia was looking for a sales and marketing suite to streamline communications and knowledge-sharing between its separate business units in Denmark, Sweden and Norway. "We wanted to be able to benefit from the experiences of each individual country," Orvei says. "It was crucial to our competitiveness that we could tailor our customer contacts to customers and communicate with our business units throughout the Nordic region."

As a result, in 2007 Orvei went to market for a sales and marketing suite that would fit within the confines of its existing IT infrastructure, which was predominately Microsoft based. Commercial open source was not at the top of the list, Orvei admits. "As a company, we weren't familiar with open source. We were thinking more along the lines of something more traditional, including Microsoft."

Fortunately for Avis Scandinavia, Orvei kept his options open, and after a Google search for "open source CRM" discovered SugarCRM. Shortly there after, he was in contact with SugarCRM partner Redpill Linpro, a leading provider of open source software throughout the Nordic region. "We're finding more and more companies are considering open source throughout the region," says Kristian af Sandeberg, Product Manager of SugarCRM, Redpill Linpro. "It comes down high quality of software, flexibility and cost savings."

Following an uphill sales pitch to management, Orvei sold the company on the value of Sugar Professional and the implementation began. "We're primarily a Microsoft shop, but we were really impressed with the flexibility that open source offered us, and Sugar runs great with Microsoft applications," Orvei says.

The Results

Following integration and customization work by Redpill Linpro, which included a customized quarantine list and alterations to the Campaign, Contact and Accounts module, Sugar Professional was deployed to more than 100 users throughout Denmark, Sweden and

"Thanks to Linpro and Sugar Professional, we've seen improvements across the board in terms of communicating with our customers and garnering their feedback."

Tom Orvei
CRM Manager
Avis Scandinavia

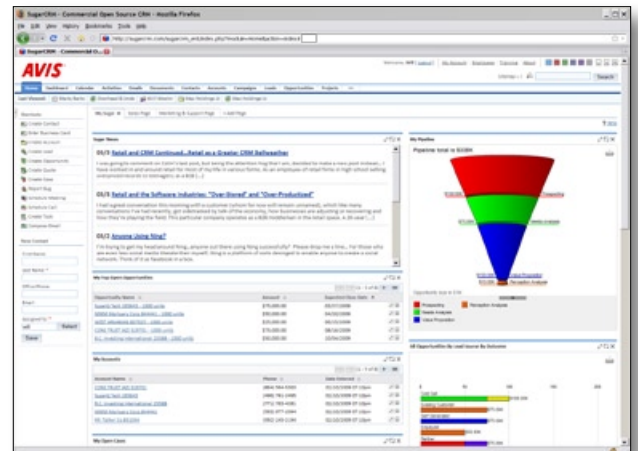
Norway in the spring of 2009. The company has streamlined its customer communications and added new channels, including SMS text and customers surveying, in addition to improving efficiencies between sales and marketing on customer account information, reservations and marketing communications.

Integration with other back-office solutions provides auto-population of information into Sugar Professional's Contact and Account modules. For example, a customer interface between SugarCRM and Avis' reservation system sends reservation reminders to customers and tracks those communications back into Sugar Professional automatically.

For marketing, custom modules were developed for surveying and SMS text messaging in addition to custom workflows for marketing quarantine lists to ensure customers aren't receiving certain campaigns within 30 days of one another, Orvei says. "The last thing we want to do is shower our customers with feedback questionnaires, emails and such. Also, we built SMS capabilities into Sugar Professional that extracts data from the same target and customer information that we use for email campaigns. That information then auto-populates back into the Contact and Account modules so sales can view it."

About Avis

Avis is Scandinavia's leading car rental company with more than 350 car rental locations and 15,000 rental cars distributed between Denmark, Sweden and Norway. The company rents out cars, mini buses, commercial vehicles and trucks. As a member of an international organization,



Avis also provides service in more than 170 countries with 5,100 rental locations around the world. Avis in Scandinavia has 1,200 employees.

About Redpill Linpro

Redpill Linpro is the Nordic region's leading provider of professional open source services, which in addition to SugarCRM, is built up around products such as JBoss, Hibernate, PostgreSQL, Alfresco and more. In the support concept, there are among other things, the option for local support 24-hours a day, 365 days a year and on-site support. Amongst Redpill Linpro's customers there are, in addition to Fullrate, larger Nordic companies and organizations within telecommunications, banking and finance, travel as well as logistics. Redpill Linpro has 180 employees distributed between offices in Copenhagen, Stockholm, Gothenburg, Karlstad, Oslo, Stavanger and Helsinki.