



Centralized Document & Data Management Centre Leads to Superior Performance

European Car Hire Group Partners with Evolving Outsourcing to Reduce Costs & Increase Revenue by Eliminating Non-core Activities

The car hire industry has become increasingly competitive in recent years. Much of this increased competitiveness has been fuelled by e-Commerce-driven cost reductions as well as further consolidation within the industry, increasing the dominance of the main global players.

Our Client, a European car hire organization with operations in fourteen countries, approached Evolving with an unspecified issue; the client knew they could be were not maximizing efficiency

across a number of processes but had just stopped short of articulating the precise source of the problem.

The Client had a pre-existing relationship with Evolving Outsourcing's Customer Interaction Management Team so informal discussions were kicked off to see how Evolving could help.

The Business Challenge:

The challenges facing the Client were the same as those facing most organizations; how to cut costs, increase revenue and enhance customer service?

At Evolving, this is always our starting point and with these as our objectives, we conduct a detailed analysis of a Client's operations through the prism of 'eliminating non-core activities'. There were a number of areas in which the Client excelled and these were the source of much of its competitive advantage. Similarly, the areas in which they were weakest were the source of many of their problems. This is what we focused on.

How Evolving Helped:

Evolving quickly deduced that there were a number of processes in the Document & Data Management area which could be significantly reengineered by a BPO provider. These included Information Capture, Customer Correspondence, Document Conversion, Processing via email & fax, Imaging & Scanning and Payments Processing.

Evolving's Document & Data Management Team (with input from the Internet & e-Commerce

Team) designed a solution encompassing each of these points and a Pilot Study was commenced as 'proof of concept' for the Client.

The results were dramatic and instant leading the Client to sign-off on an enterprise-wide roll out of the solution. This involved liaising with locations in fourteen countries across Europe which necessitated a highly-skilled, multi-lingual project team to be assembled. Evolving Recruitment helped source some excellent people with language skills not among our in-house expertise (this is the *major* benefit of having a Recruitment 'arm' to our operation. We can source the best people for any particular project or role in the shortest possible timeframe). The project went 'live' only six weeks after the initial consultation.

Results:

The results have been dramatic. The Client has reported significant cost savings from the centralized Document & Data centre as well as a measurable improvement in customer service. Happier customers became returning customers which led to additional revenue. Cut costs. Enhance customer service. Increase revenue. Mission accomplished.

“Thoroughly satisfied with our experience with the Evolving Team. Great people with a great attitude. We were particularly impressed by the speed with which they familiarized themselves with our industry and the specific issues we face as a company” Sales & Marketing Director, Client Company, Car Hire industry

At Evolving Outsourcing we help clients reduce costs, drive revenue, enhance customer service and eliminate non-core activities. If you would like to discuss how Evolving can work with your business we would be delighted to speak with you.

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