

HERTZ TURNS TO IT POWER

Hertz UAE has turned to IT to help keep pace with soaring demand for its car rental and leasing services.

The company enjoyed a 35 per cent increase in business volumes in the first nine months of 2007, and with the trend expected to continue this year, has introduced a new web enabled software system for reservations and customer service.

Working with CarPro Systems International, Hertz recently completed an upgrade to CarPro's RentProXL and LeaseProXL software packages.

"This is the most modern car rental and leasing system available in the market today," said Bob Farrow, general manager of Hertz UAE. "It's much easier for staff to use and it will make us more efficient in terms of customer service."

Farrow added: "We worked with CarPro to develop the new software, analysing every aspect of our operation and looking very carefully at what we needed from the system."

"These latest solutions will provide us with the versatility we need to optimise our fleet



» Hertz UAE's Bob Farrow, second left with CarPro's Rob H Terpstra, centre and members of Hertz IT department

utilisation, minimise operating costs, increase efficiency and quality".

Hertz UAE is part of the Al-Futtaim Group and is the most successful Hertz franchise

in the Middle East. Started in 1993, the company has grown into one of the largest car rental and leasing companies in the Emirates, operating with a fleet of over 6,000 cars.