

Relationships Are Key:

# DRIVING SUCCESS FOR TRAVEL MANAGERS

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— Stacy Hirons, The Hershey Company

Convenient locations, streamlined travel and customer service define the difference in business rental

Corporate travel has gone through an unprecedented transformation in the past years. The success of many small to midsize organizations in today’s market, perhaps now more than ever, depends on the ability to get places quickly, efficiently and cost-effectively.

Fortunately for travel managers, the Combined Power of Enterprise and National is uniquely suited to serve their mobility needs and help them succeed.

**+** Enterprise and National are everywhere business travelers need to be. With an unparalleled network of neighborhood and airport locations in more than 90 countries and territories worldwide, Enterprise and National instill confidence that employees have reliable transportation to make that site visit, close that sale or oversee that event.

When Stacy Hirons manages rentals for one of the 6,000 traveling employees from The Hershey Company, she knows she can rely on Enterprise to help her navigate the process.

“As a travel manager, you’re often pulled in multiple directions,” she says. “Sometimes employees need to fly to one location, then drive to the next and drop their rental off before flying somewhere else.” Hirons says the Enterprise and National teams are instrumental in helping her manage rentals, wherever her employees are traveling.

**+** Enterprise and National provide a vast selection of vehicles. As part of the world’s largest car rental service provider, Enterprise and National access a fleet of more than 1.5 million vehicles. Travelers enjoy the satisfaction of choosing from more than 300 makes and models.

Travel managers also appreciate Enterprise and National’s extensive network of airport and neighborhood locations. Nearly every week during the 10-month drag-racing season, Mandy Hunt, senior manager of travel services at the National Hot Rod Association (NHRA), makes about 40 reservations for the 150 employees who travel to produce that week’s race.

“We have some racetracks that are in pretty remote places,” Hunt says. “Enterprise and National have the vehicles we need at locations both on and off airport — everywhere we have events.”

**+** Enterprise and National offer corporate travelers membership in Emerald Club, an award-winning loyalty program. When members reserve a midsize car, they can bypass the counter, go right to the aisle, select the vehicle they want and drive away. Travel managers benefit from policy compliance and no unexpected base rate upgrade charges.

According to Dean Chase, Enterprise account manager for NHRA, Emerald Club membership benefits help drive

employee engagement and improve the employee traveler experience. Working in conjunction with clients like Hunt, he says, “we’re always looking to get employees enrolled in Emerald Club to help make their process as seamless as possible.”

**+** Enterprise and National dedicate an account management team to each customer. When corporate travel managers need support for their rental program, they can’t afford to wait. With Enterprise and National, they gain a dedicated account manager who understands their business.

“The partnership Enterprise and National provide is invaluable,” Hershey’s Hirons says. “I’ve come to them with some crazy challenges, and they always help me find a solution.” Hirons says she and her account manager, Brent Jones, regularly bounce ideas off each other and find new ways to drive efficiencies and cost savings. What she values most? The customer service and diligence. “I have the utmost confidence that when I reach out to them,” she says, “they’re going to do everything they can to help me out.”

