BLUEBIRD
AUTO RENTAL SYSTEMS®

P R E S E N T S

BARSTalk

FALL 2014   A QUARTERLY NEWSLETTER FOR THE AUTO RENTAL INDUSTRY

Attention NetRent Customers

Did you know that when you email customers their rental contract or reservation confirmation, you can specify an email address different from Datahost@barsnet.com? Just let us know what you would like it to be (but it has to be an active address).

Happy Birthday Bluebird!

Bluebird Auto Rental Systems is now 21 years old! Seems like just yesterday...where does the time go?
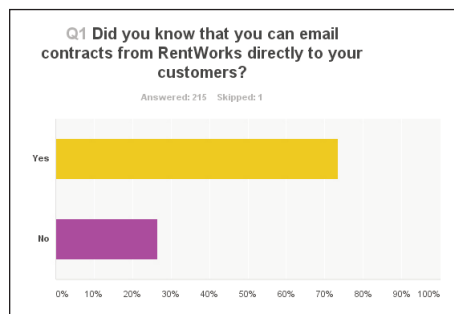
It's System Backup Time!

When's the last time you backed up your entire system? Have you ever done a trial restore? (We've actually had customers who thought they were backing up their data, but when they went to restore their tapes they were blank!) Remember to **replace** backup media about every six months. And have you changed your passwords lately? If not, please do it as soon as possible! Call us if you need assistance.

Survey Results!

We had a record number of respondents to our annual survey this year: **15%**. However, we think that we will not do these anonymously anymore, as too many of you had good questions but didn't give us your name!
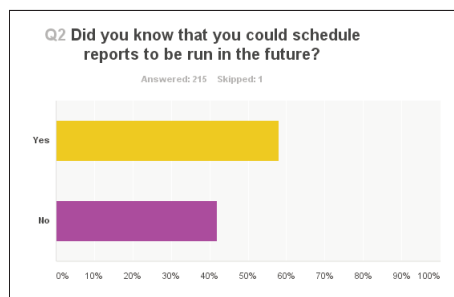
Please see the results below, along with the accompanying comments.

Q1 Did you know that you can email contracts from RentWorks directly to your customers?
Answered: 215   Skipped: 1

When prompted to print a contract or reservation, you can select "Specify email address". (If you had entered the customer's email address, you will also see an option to "Email renter".) If you are on NetRent, we may need to activate a Custom Feature code. If you are on-premises, you need to have your own mail server.
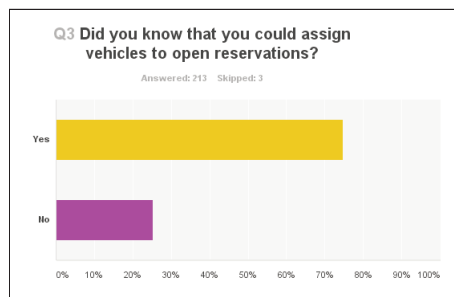
Many of you expressed an interest in this feature, but you didn't give us your name. Please enter a support call so that we can help you!

And since many of you asked: in the next version of RentWorks (4.1B), you will be able to add a message!

Q2 Did you know that you could schedule reports to be run in the future?
Answered: 215   Skipped: 1

And yes, you can run them on a RECURRING schedule as well! To activate, make your selections from the report request screen, then select "Schedule" or "Reschedule" in the upper left.

Did you also know that there is a folder under Reports for "Periodic Procedures"? Check it out!

Q3 Did you know that you could assign vehicles to open reservations?
Answered: 213   Skipped: 3

Go to Counter, then select Res Planner. Click on the ladder under "Location" to select your reporting structure. Select the class, then click on Search. All of the open reservations will be in bright green on the first line.

This is a great tool for managing small fleets (under 20 cars) or specialty classes.

Letter from the President

I've always considered myself as an action-oriented person. It sure is hard to take action when I don't know all the facts. But I'll do the best I can. Case in point: addressing the issues you have raised in the customer survey.

I would love to be able to tell you about or show you the features for which you are asking. However, if you forgot to give us your name, I'll have to let everyone know and hope you read this newsletter!

Since the vast majority of you are reference accounts, it would probably be wise to just conduct non-anonymous surveys from now on. In case you didn't know, we pour over every response and take it to heart – the good and the bad – because we care. And because we are always striving to improve our products and our company.

As always, if you have any problems, concerns or questions, please contact me directly.

Angela

Angela Margolit
President

Tel: 973.989.2423
Email: angela@barsnet.com

Welcome New Customers!

Since our last issue of *BARSTalk,* the following customers have joined us (3rd Quarter 2014):

7waysrental.com Ltd. – Stockton, England

Diamond Quality Auto Sales – High Point, NC

JYD Auto Leasing – Queens, NY

Payless Car Rental – Des Moines, IA

Priceless Rent A Car – Turks & Caicos, BWI

Ravenna Auto Rental – Ravenna, OH

Rick Case Honda – Davie, FL

Royal Gate Dodge – Ellisville, MO

Spinelli Lexus Toyota – Lachine, QC, Canada

Stampede Car Rentals – Nome, AK

Social Media Minute
by Stefan Jagot, Bluebird Social Media Coordinator

Ten Quick Tips For Twitter:

1. **Keep your Twitter profile up-to-date.**
   Sometimes, Twitter – like the rest of the social media outlets – likes to switch up their design. It is important that you adjust your display and header photos in order to keep up-to-date with the profile changes. Distorted images can have a negative impact on the perception of your business.

2. **Include as much info about your business as you can fit.**
   Make sure your ideal customers know who you are, what you do, and where they can find you. Links in your bio to your website are a must.

3. **Curate content from a wide variety of sources to keep your followers interested.**
   Your stream of consciousness may be very interesting, but your followers will eventually become bored of seeing everything about you. When this happens – and it will – be sure to have a solid base of websites with content you can share with your network!

4. **Show some personality!**
   No need to be dull, as that is a sure-fire way to lose followers! Show your personality and don't be afraid to be quirky. Your followers will love it!

5. **Always say thanks!**
   No one is forced to follow you, or share what you tweet, so when they do let them know you appreciate it by sending them a thank you tweet!

6. **No automated direct messages!**
   There is nothing more annoying to anyone than an automated direct message. Direct messages should only be used for private conversations!

7. **Be conversational, ask questions!**
   Get your followers to respond and converse with questions that are pertinent to them. It's really that simple!

8. **Don't follow back everyone!**
   It's really unnecessary to follow everyone that follows you! Do not follow back spam accounts, or those irrelevant to your customer base. Your Twitter feed will thank you for it!

9. **Uses Images at least once a day!**
   Spice up your news feed with images, as they will stand out and set you apart from others using just text!

10. **Follow 20 people a day!**
    Follow 20 accounts that are relevant to your business operations each day. Soon enough your following and followers list will fill up!

For more social media discussion follow our blog at: www.barsnet.com/blog.

Also, follow us on Twitter (@BluebirdARS) and Facebook: www.Facebook.com/BluebirdARS.

Survey Results *(Continued from page 1)*

Q4: If you could change one thing in RentWorks, what would it be?

We received some GREAT suggestions here, including:

- Create a receipt for a parking violation. Note: We can create ANY form for you with our Print Program Generator (PPGEN)!
- When entering in a Date Out while making a reservation, make the Date Due calendar reflect the same month as the Date Out (if you tab to the Date Due field, the proper month will appear). Software Action Request (SAR) #7287 has been entered.
- In Admin>Companies>Cash receipts, display negative items in red. SAR #9455 has been entered.
- Email confirmation. Too many times agent inputs incorrect email from reservation form. "It would be nice to have a double input to assure correct email input before confirmation is sent out to client as we get so many mail error fails from simple things like inverted characters." SAR #9456 has been entered.
- When doing a vehicle exchange, be able to select the open contract by license plate instead of unit number. SAR #9457 has been entered, and SAR #3783 has been modified so that we add this to the handheld/ RentWorks Mobile screen.

Many of you asked for features we already have, such as:

- Charge fuel by number of miles driven (you need to enter a mileage charge in the rate).
- View a driver's data to duplicate for a spouse (use the copy function).
- Run in a web browser (use Ericom).
- List more than two drivers (this is only a restriction of our rental agreement form; we can list three).
- Receiving Credit Card payments in cash receipts (the next release, 4.1B, will have this!)
- A chance to reprint a check in form (you can choose to reprint an Open, Modify, or Close version of a closed contract).
- A box for employment information: Place of Work, Work Phone (see bottom of Drivers tab).
- "Not being able to delete (or move out of fleet) cars that are no longer in our current fleet. Even moving them to a 'sold' folder would be better. Takes a while to go through and find all the current vehicles in our fleet since the sold vehicles are in there too." (You need to actually "Sell" the vehicle in order to move it from the Active Fleet to the Sold Fleet.)

Regarding the two requests to re-open contracts: In the next version, you will be able to prompt for another field which the rental agent has to enter to make sure that they are closing the correct contract! If you want to re-open a contract to make changes, that is not necessary. Simply add adjustments (as miscellaneous charges) with offsetting debits or credits.

And for those of you desiring certain reports or formats, ask us about the CyberQuery Report Writer!
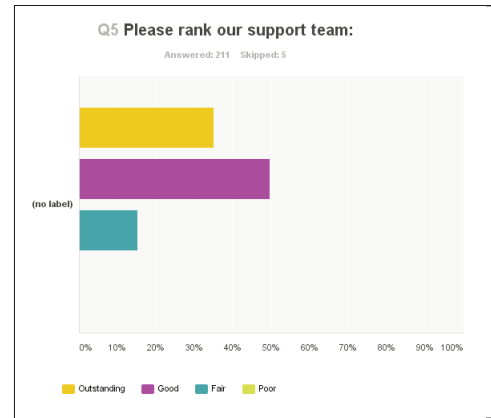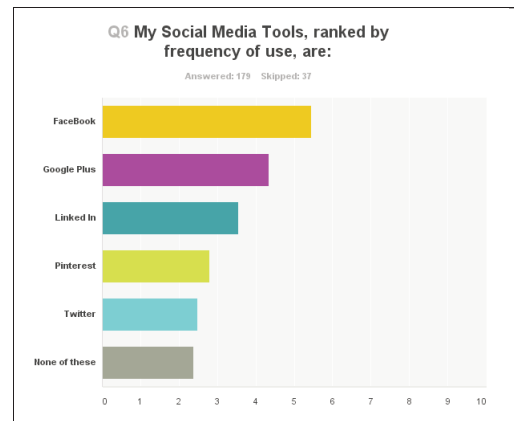

90% of our customers believe we are Outstanding or Good!
Obviously we are pleased with this result. We know sometimes it's hard to please people all of the time, but that is our goal.

Based on some of the feedback, we will consider trying to fix the problem when you first call in. It is our recommendation to enter your call either using the Bluebird Support desk menu item within RentWorks or through the online call center on our website. **This skips a step and puts the call right into the queue, which saves you valuable time.** If you opt to enter your call online, please describe the nature of the call. The more detail that is provided in the call and connection information will reduce the need for analysts to contact you for additional information, unless further clarification on the issue is needed.
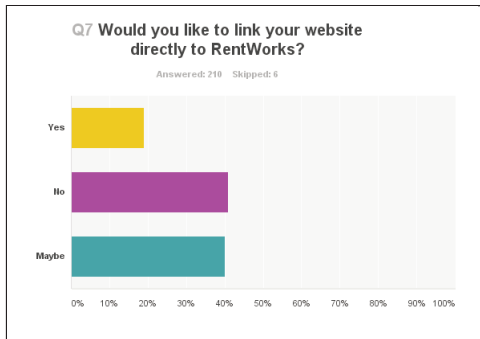
Examples of information that would speed up the process would be the Rental Agreement number, Unit number or report(s) that you need assistance with. Please remember that we are servicing customers all over the world and have thousands of users. Each of you is important and if you ever feel you need immediate service, let the receptionist know and we will escalate your call while you are on the phone.

And please note that we do have 24 x 7 support. You simply have to call the beeper number: 973.366.2651.
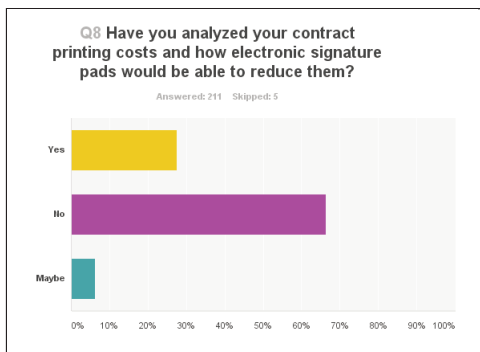
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Survey Results *(Continued from page 3)*

Q7 Would you like to link your website directly to RentWorks?
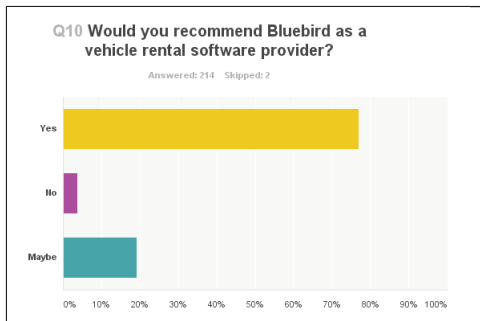Answered: 210   Skipped: 6

Several of you were not aware of our fabulous product, **Erez**! And if you need a more robust interface, ask about our API. Please call your account manager to discuss!

Q8 Have you analyzed your contract printing costs and how electronic signature pads would be able to reduce them?
Answered: 211   Skipped: 5

Many of you did not know about our signature pads! Please call your account manager to discuss!

Q9 Would you like your Account Manager to contact you about new products?
Answered: 204   Skipped: 12

If you don't hear from your Account Manager, please send an email to Sales@barsnet.com.

Q10 Would you recommend Bluebird as a vehicle rental software provider?
Answered: 214   Skipped: 2

Thank you! Almost 80% is very good, but we won't be satisfied until ALL of you would recommend us!

Time to CLEAN UP Your System!

Did you know that there are tables from which you can just delete records? We highly recommend that you make note (or take a screen shot) of each record before deleting it, just in case you have to add it back. But those you can delete are:
* Miscellaneous Charges
* Fees & Taxes
* Rates
* Rate Rules
* Sources
* SOLD Vehicles (you have to SELL active vehicles first in order to move them to this table)

Keep in mind that if you delete records, they will not appear as selection criteria for a report. However, all of the above items are written to the Contract record, so they will still be reported.

Most of the other critical tables now allow you to mark records as Inactive. They are:
* Locations
* Car Classes
* Local Companies
* Renters
* Employees

NOTE: If you lock out employees, they will not appear on the lookup browser unless you check the radio button to search ALL employees.

If you want to "clean up" your database, please consult this list or call us before you start deleting!

Connect with Bluebird!

There are many ways to connect with us. Find us on your favorite social media site...

Twitter: https://twitter.com/BluebirdARS

Facebook: https://www.facebook.com/BluebirdARS

Google Plus: https://plus.google.com/115186765438731036841/posts

YouTube: http://www.youtube.com/user/BluebirdARS

LinkedIn: http://www.linkedin.com/company/bluebird-auto-rental-systems

Blog: www.barsnet.com/blog

The STARS of BARS and Orion

We'd like to introduce you to one of our newest Product Support Analysts, **Chris Wroblewski**.

Chris grew up in the Midwest, mostly Ohio and Illinois. During his school years he enjoyed playing indoor soccer and volleyball.

After high school, Chris attended David Lipscomb University in Nashville, Tennessee. He majored in Business Administration, with a Minor in Computer Information Systems.

While in school, Chris started working for a Thrifty Car Rental franchise, washing cars. He worked for the franchise for over 15 years, learning about all aspects of the business, including using the RentWorks software.

Chris decided to put his valuable experience to good use and came to work for Bluebird in April of 2014. Just this year! His favorite part of working for Bluebird is talking to and establishing relationships with customers from all over the world.

Chris has been married for 12 years and enjoys spending time with 6-year-old son, Landyn, who keeps him plenty busy! In his spare time, Chris loves to watch movies.

IQ (Idea of the Quarter) Corner

In our continuing program to reward a customer with the best RentWorks enhancement idea, we are happy to announce the winner for the 3rd Quarter of 2014: **Lonnie Weatherly of Anytime Car Rental, Houston, Texas!**

Lonnie suggested a very useful report for those of you who handle the insurance replacement market and need to monitor their receivables (see below). Congrats Lonnie on receiving a $200 Gift Certificate to Amazon.com!

Any Bluebird customer can submit ideas via email at support@barsnet.com or our blog at http://www.barsnet.com/blog. Keep 'em coming!

What's Available to Assist You

1. **NEW! Weekly Webinars:**
   Tuesday: Counter (check-in, check-out, contract modify)
   Wednesday: Fleet (setup, depreciation, maintenance)
   Thursday: Accounting (General Ledger Setup, DBR Posting)
   All are held at 1:00 pm EST. Reserve your spot by sending an email to support@barsnet.com.

2. Online Tutorials at http://support.barsnet.com are great for brand new users. You can also access these on YouTube. Simply search for RentWorks.

3. Monthly Classes: a three-day class is scheduled every month at our home office in Dover, NJ. See the schedule at http://www.barsnet.com/class-schedule.html. The agenda, a list of area hotels, and directions to our office are also on this page.

4. Regional and/or advanced Classes based on demand, as long as there are at least five attendees. Locations will be announced as the classes are scheduled. Topics include System Management and CyberQuery.

RENTWORKS TRAINING CLASS SCHEDULE

Nov. 11-13	Jan. 13-15
Dec. 2-4	Feb. 3-5

Classes are held in Dover, NJ, USA (unless otherwise noted) and run from 9:00 AM to 5:00 PM on the dates indicated. The cost is $500 per person per class. Attendees are responsible for their own expenses including airfare, ground transportation, hotel accommodations and meals. ALL CLASSES ARE SUBJECT TO CANCELLATION IF THERE ARE NOT AT LEAST FOUR CONFIRMED ATTENDEES TWO WEEKS PRIOR TO CLASS DATE. We will contact customers two weeks prior if class will be cancelled.

UPCOMING INDUSTRY EVENTS

Nov. 10-11	Auto Rental Summit – Hollywood, FL
Nov. 16-18	ACE Rent A Car Affiliate Conference – San Juan, PR
Nov. 19-23	NYSADA Convention – Orlando, FL
Jan. 22-25	NADA Convention & Expo – San Francisco, CA
Feb. 2-4	Budget Licensees Convention – San Diego, CA

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