

Send us an E-mail:  
[info@barsnet.com](mailto:info@barsnet.com)

**BLUEBIRD**<sup>®</sup>  
**AUTO RENTAL SYSTEMS**

Visit our Web site:  
[www.barsnet.com](http://www.barsnet.com)

P R E S E N T S

# BARSTalk

A QUARTERLY NEWSLETTER FOR THE AUTO RENTAL INDUSTRY

FALL 2016

## Track Down Those Deadbeats!

Our Claims Recovery Service is now doing Collections! If you need help in tracking down past-due renters, contact Dawn at 973-384-9194 or [Dawn@BluebirdRecoveryServices.com](mailto:Dawn@BluebirdRecoveryServices.com)

## Happy Birthday to Us!

Bluebird celebrates its 23rd birthday on November 1st! Seems like only yesterday when we were rolling out the first version of RentWorks...



## Need Training?

Do you have new employees who need training? Have them sign up for our free weekly webinars at [www.barsnet.com/training-signup.html](http://www.barsnet.com/training-signup.html). We now have a session dedicated to Dealerships on Fridays!

## Customer Satisfaction Survey Results

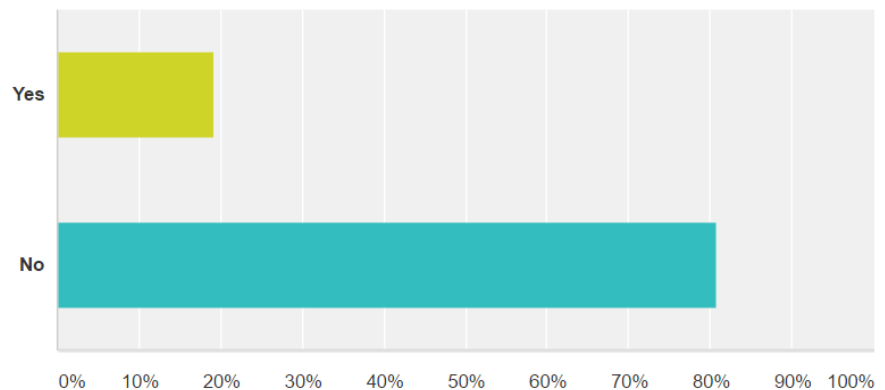
We have tabulated the responses to our 2016 customer survey and here are the results. We had 128 respondents, which was a very representative number, and there was some great input from you.

In response to your input, we are going to be putting together some instructional videos that will help you find the information you are looking for. In addition, we will be entering support calls for those items we can address right away for you, and some software action requests for the enhancements you have requested to the system.

### Question #1:

**Have you used the new WIKI (<https://wiki.barscloud.com>)?**

Answered: 125 Skipped: 0



We obviously have to do a better job of letting you know about the tools that are available to you. More than half of you had not used the WIKI to look up information and we can only presume that you did not know of its existence, so we have some work to do. We will be following up with a blast email containing a video link so you can see for yourself how to access the WIKI, what it looks like and how to look things up.

*(Continued on page 3)*

## Letter from the President

THANK YOU to all who responded to our Customer Satisfaction Survey. All of our employees were most anxious to read your comments!

As you can imagine, trying to keep several hundred customers happy AND trying to constantly improve the software is extremely challenging. But forward we must go, and we are excited to reveal what we are doing as we make more progress.

In the meantime, as various vendors approach us about integration, we will continue to go to you first to gauge your interest. The last issue of *BARSTalk* included an article about remarketing, and this issue features an interesting concept from MuvMe regarding on-demand car rental.

Keep those suggestions coming!

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

Angela Margolit  
President

Tel: 973.989.2423

Email: [angela@barsnet.com](mailto:angela@barsnet.com)



## Introducing MuvMe

Self Service Car Rental is Here, so let's make it easy and simple!

Self Service (On-Demand) Car Rental is the placement of vehicles where your customers are when they need them. These cars do not require any human intervention to rent, access or manage, and are available 24/7. You can rent cars by the minute, hour, day, month, mileage, or a combination. You can also mix optional products into the fees, like insurance and gas, or treat them as separate products. You can manage everything from a smartphone application or browser access, without being in your office.

The questions you might want to ask us are:

Why can the monthly revenue per unit of Self Service be twice as high as traditional car rental?

How do I double my units, without affecting my current business?

How do I prevent Maven, Zipcar, ECS, Car2Go and Drive Now from impacting my revenues?

Do you have industry experts who can ensure our successful implementation?

MuvMe is proud to make available to Bluebird customers for a limited time an opportunity to try Self Service (On-Demand) Car Rental, with your fleet. If you are ready to get started, we will provide In-Vehicle connection units, set up your personalized reservation system, including mobile applications on iOS and Android, as well as our individualized training.

Thank you.

For more information:

**Steven Messino**  
**[muvmeinc.com](http://muvmeinc.com)**  
**415 212 8688**



## What's Available to Assist You

1. Weekly Webinars:  
Tuesday: Counter (check-in, check-out, contract modify)  
Wednesday: Fleet (setup, depreciation, maintenance)  
Thursday: Accounting (General Ledger Setup, DBR Posting)  
Friday: Dealerships  
All are held at 1:00 pm EST. Reserve your spot by sending an email to [support@barsnet.com](mailto:support@barsnet.com).
2. Online Tutorials at [support.barsnet.com](http://support.barsnet.com) are great for brand new users. You can also access these on YouTube. Simply search for RentWorks.
3. Quarterly Classes: a three-day class is scheduled every quarter at our home office in Dover, NJ. See the schedule at [www.barsnet.com/class-schedule.html](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.



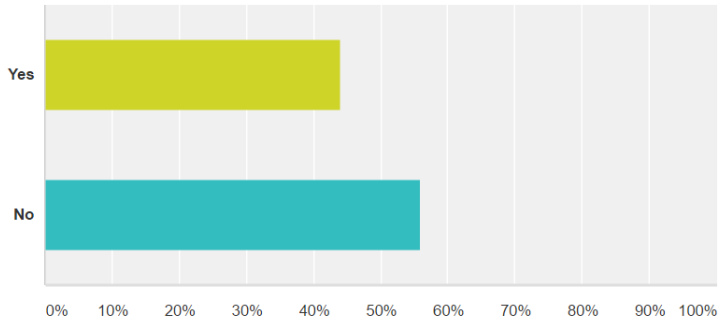
An iOS screen shot from the MuvMe app.

# Customer Satisfaction Survey Results (Continued from page 1)

## Question #2:

**Do you use the Online Call Center**  
(<http://helpdesk.barsnet.com/scripts/callsys.wsc/login.html>)?

Answered: 125 Skipped: 0

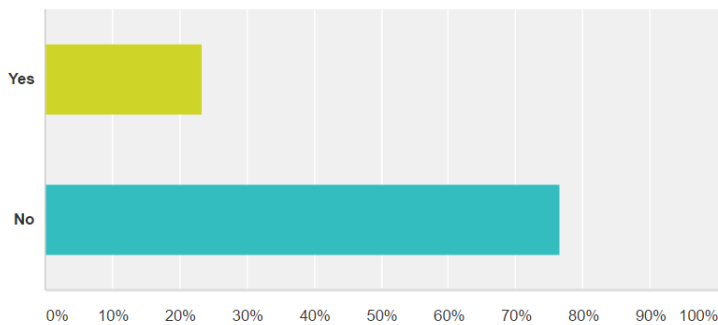


It was pleasing to see how many of you use the online call center to enter support calls, but we'd like to see the number much higher. Entering calls on-line is the single fastest way to get support as the call goes directly into the queue, bypassing receptionists and data entry clerks. For every support call where we are not answering the phone, another PSA is dealing with customer issues, so for faster service start using the online call center.

## Question #3:

**Have you downloaded and used the new Quick Reference Guide**  
([http://support.barsnet.com/Documentation/User\\_Guides/QRG.pdf](http://support.barsnet.com/Documentation/User_Guides/QRG.pdf))?

Answered: 124 Skipped: 1

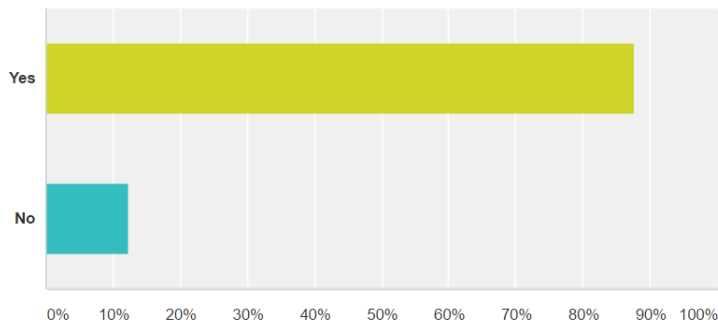


This is a one-pager that helps new customers get started. We will send a link that interested users can follow in one of the blast emails we are going to respond with.

## Question #4:

**Does Bluebird provide enough training options**  
(<http://www.barsnet.com/training.html>)?

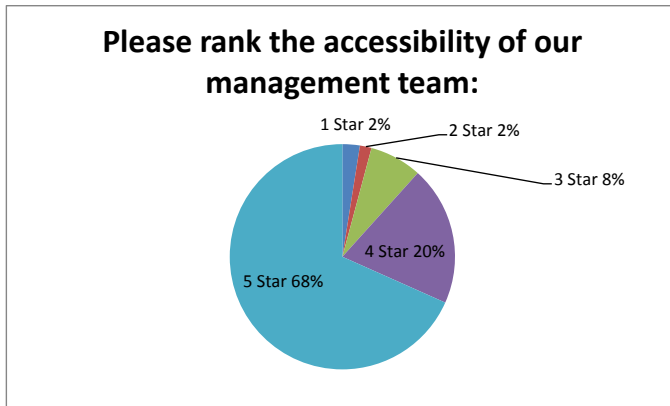
Answered: 122 Skipped: 3



What a very satisfying response! For those who answered "No", we will reach out and make sure you are aware of all the options you have.

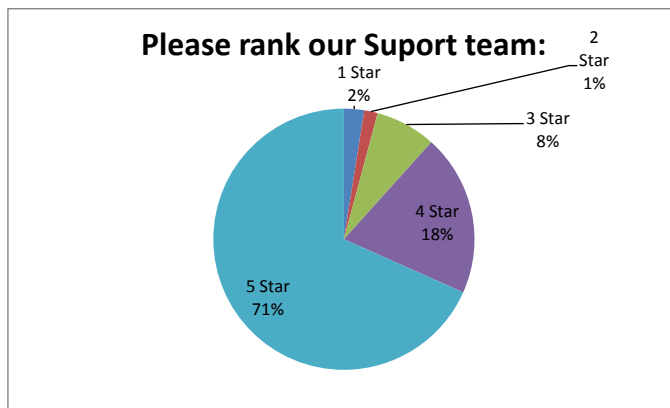
# Customer Satisfaction Survey Results (Continued from page 3)

## Question #5:



We are always ready to get on the phone with you. Angela insists that all her managers have an open door policy to talk with both customers and their employees whenever something is troubling them.

## Question #6:

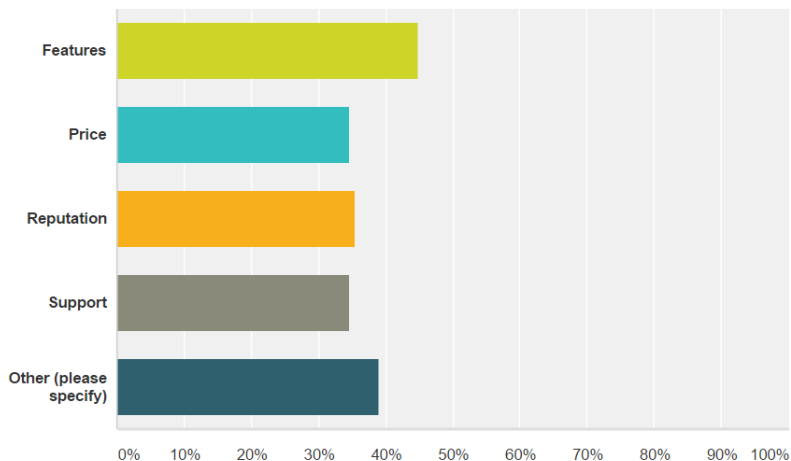


Again, a very satisfactory response for the most part. Although Francine Dunn, our great support manager, will inevitably obsess on anything less than 5 stars!

## Question #7:

### Why did you select Bluebird over other vendors?

Answered: 118 Skipped: 7



This was an interesting result with a fairly evenly spread response across all categories. Whatever your reason(s), we are very happy you chose Bluebird and rest assured we will do our very best to earn your continued support.

**And the winner of the iPad Mini is:  
Michael Erexson  
Capital Automotive Group – Raleigh, NC  
CONGRATULATIONS!**

# The STARS of BARS

Please welcome our up-and-coming Product Support Analyst, **Nicole Kaminski**.

Nicole grew up in Hopatcong, NJ, where she played soccer and basketball in high school. She then attended SCCC for three years and took several computer application courses that helped prepare her for this industry. She also learned important social skills from her many psychology and sociology courses. All of which has helped her successfully deal with Bluebird customers on a daily basis.

With us since April of 2015, Nicole says her favorite part of working for Bluebird has been learning about an industry with which she was not familiar. She has learned many new skills and hopes to continue towards being an outstanding support analyst.

In her spare time, Nicole is taking courses at Centenary College towards getting certified in Therapeutic Horseback Riding Instruction. She hopes to own her own instruction business one day and incorporate a program for wounded warriors.

Nicole has been playing rugby for Morris Women's Rugby League for the last three years. She has also recently found an interest in golf. She and her boyfriend, Tyler absolutely love the outdoors! Fishing, kayaking and hiking are some of their favorite activities. They are currently building a "tiny home" and will soon be starting on a log cabin.



## Welcome New Customers!

*Since our last issue of BARSTalk, the following customers have joined us (3rd Quarter 2016):*

5 Star Rent A Car – Johnson City, TN  
Audi of Downtown LA – Los Angeles, CA  
AVA Adaptive Driving – Houston, TX  
AVA Advanced Wheels – East Granby, CT  
AVA United Access – St. Louis, MO  
Barato En USA – Miami, FL  
Budget Rent a Car – La Paz, Bolivia  
Budget Rent a Car – Middletown, PA  
Central Avenue Chrysler – Yonkers, NY  
Chapman Chevrolet – Philadelphia, PA  
Community Honda – Orland Park, IL  
Distinct Rent A Car – Toronto, ON, Canada  
Don Jacobs VW Honda – Lexington, KY  
Don White Timonium Chrysler – Cockeysville, MD  
Economy Rent A Car – San Diego, CA  
Forest Rent A Car – Misiones, Argentina  
Gary Mathews Motors – Clarksville, TN  
Hertz Rent a Car – Red Deer, AB, Canada  
Lunde Auto Center – Fargo, ND  
New Smyrna Beach Chevy – New Smyrna Beach, FL  
New Smyrna Chrysler – New Smyrna Beach, FL  
Olathe Rental Car – Olathe, KS  
Pinkerton Chevrolet – Lynchburg, VA  
Priceless Car Rental – Austin, TX  
Pro-Masters Rent-A-Car – Pueblo, CO  
Rent4Low – Markham, ON, Canada  
Sherwood Ford – Salisbury, MD  
Siry Auto Group – San Diego, CA  
Thrifty Car Rental – North Platte, NE  
Waldorf Chevrolet Cadillac – Waldorf, MD  
Walker Jones Automotive – Waycross, GA  
Weiss Toyota – St. Louis, MO  
White Plains Buick GMC – White Plains, NY

## 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](http://www.barsnet.com/blog)

## QUARTERLY RENTWORKS TRAINING CLASSES

**November 8-10, 2016**

**February 7-9, 2017**

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

#### 2016

- |            |   |
|------------|---|
| Nov. 7-9   | World Travel Mart – London, UK          |
| Nov. 8-13  | NYSADA Convention – Aruba               |
| Nov. 13-15 | Mopar Denver Conference – Las Vegas, NV |

#### 2017

- |            |                                   |
|------------|-----------------------------------|
| Jan. 26-29 | NADA Convention – New Orleans, LA |
|------------|-----------------------------------|



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