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

Visit our Web site:  
www.barsnet.com

P R E S E N T S

# BARSTalk

A QUARTERLY NEWSLETTER FOR THE AUTO RENTAL INDUSTRY

FALL 2017

## Let's Chat!

Now you can CHAT with us (during regular business hours). From the [support.barsnet.com](http://support.barsnet.com) site, simply click on the chat icon in the lower right.



## Attention Element Express Users

If you use Element Express for your credit card processing, it's time to convert to Chip & PIN, TriPOS! Please contact your sales rep for more information.

## Users Conference

Our next Users Conference will be April 15, 2018 in Las Vegas! For your convenience, we have scheduled it for the day before the 2018 International Car Rental Show at Bally's Hotel and Casino.



## And the Survey Says...

By Jeff Swysh

Every other year Bluebird holds their User Conference. Here we introduce new products and get to meet our customers up close and personally. We come back from the User Conference enthused and excited from speaking to our customers. They always provide lots of feedback and new ideas.

In the years when a User Conference is not held, we send out a survey to all of the email addresses we have on file for our customers. Whether you are part of the management team for your company or a customer service agent, your opinion makes a difference to us. We endeavor to keep the survey short. We know your time is valuable.

This year there were only three questions:

- **Rate Bluebird on a scale of 1 to 10.**
- **What does Bluebird do really well?**
- **What changes would Bluebird have to make in order for you to give them a higher rating?**

The first question is aimed at obtaining our Net Promoter Score. We came in at almost 20% above the industry benchmark!

We were pleased to see that a great many of you think we're doing a great job! Most of the responses were quite positive. Many of you were pleased with the quick response and help you receive from the Support Department. Others were very happy with the number of reports and information RentWorks provides in order to help you run your business.

However, we understand that we are not perfect. But we work very hard to improve our products and services. We take every suggestion and comment seriously. All responses that were less than glowing were taken to heart. We contacted those customers who had complaints and did our best to address their concerns. *We do listen!*

Thanks to all of you who participated in our survey. Hearing from our customers and addressing their needs is of the utmost importance to us. We are always here for you.

## Letter from the President

THANK YOU to all who participated in our Customer Satisfaction Survey!

Even though we may (or may not) talk to you on the phone or at a convention, you may feel uncomfortable in telling us what you really think of our products and services. By keeping the survey short and to the point, many of you not only took the time to complete it, but also gave us some great feedback.

Do you "survey" all of those with whom you do business? I highly encourage it – and then let everyone in your organization see the results!

At the Auto Rental Summit, November 6-7 in Miami, Andres Lezcano and I will be giving a presentation on how to boost your Customer Satisfaction Index (CSI). We will discuss the numerous aspects of conducting surveys, and how to elevate your customers' experience with your company and your staff. We hope you can join us. But if you cannot, and would like to receive a copy of the presentation, just let me know.

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

Angela Margolit  
President

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



## 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 four attendees. Locations will be announced as the classes are scheduled. Topics include System Management and Cyberquery.

## RentWorks 5 Update

By Phil Jones

Our new version of RentWorks (5) is ready for beta release. There will be some major differences in the way the new software will be deployed in that there will be no footprint or software to install on the client side PC. All of the programs will execute from the server side. Additionally, we will not be supporting credit card processing, drivers' license scanners or signature pads in the first release, although they will all be supported in the very near future.

At this time, we are actively seeking someone to volunteer to beta test the new software release. We can set it up in such a way that the successful site will be able to access their data via both their existing version 4 interface and the new version 5 interface. We are interested in working with someone who is excited to use the new system and will be prepared to participate in conference calls with our development team and report any bugs they find.

The ideal candidate will have a fleet of less than 200 vehicles and not use any of the client side hardware mentioned above. We will be installing a full suite of new reports that comes with RentWorks 5, which have all been developed using Cyberquery's BI reporting tool. We have included all of the most popular reports in the first release, although some will have a different format from what you are used to seeing in the current version.

Bluebird will have Steve Pancoast, our QA officer, and a designated support person on hand to work with the customer(s) in the beta program. They will provide immediate assistance for any reported issues, and our developers will assign the highest priority to fixing any bugs found.

If you are interested in participating in the beta program, please contact your account representative.



# The STARS of BARS

Give a hearty welcome to Bluebird Recovery Services Manager, **Dawn Andreano**.

Dawn grew up in Denville, NJ, one of seven children, where she was raised in a lake community and won the "Miss Indian Lake" contest at the age of eighteen.

After high school, she graduated from Dover Business College, and shortly after started with The Hartford in their Parsippany, NJ claims office. After 34 years of making many moves with The Hartford, all in claims, the company moved the subrogation unit to Tampa, disbanding the department in New Jersey.

Dawn then went to Avis Budget Group in Parsippany as a subrogation claim specialist, which lasted six years until they moved her unit to Virginia Beach, VA. Dawn joined Bluebird Recovery Services in April of 2016, more than doubling the amount of claims since she started.

Dawn and her husband of 42 years, Mark, a self-employed plumber, enjoy taking long rides on their Honda Gold Wing motorcycle. They recently rode down to North Carolina and stayed at a Smoky Mountain cabin.

Dawn's hobbies include playing softball, bowling and traveling. She also enjoys joining Habitat for Humanity teams, helping others build new houses for the needy.

Through good times and bad, Yankees and NY Giants are her favorite teams, as well as the favorite teams of her children, Allison, 32, who is a physical therapist at the Jersey shore, and Kevin, 28, who lives and works in Denville for the Department of Public Works and is an Assistant Chief in the Denville Volunteer Fire Department.



## Welcome New Customers!

Since our last issue of BARSTalk, the following customers have joined us (3rd Quarter 2017):

- AutoMax – Richmond, VA
- Carretela Inc. – Shrewsbury, MA
- Community Rent A Car – High Point, NC
- Easy Rent A Car – Managua, Nicaragua
- First Class Rental Agency – Christiansted, St. Croix, USVI
- Idealease – Evansville, IN
- Islander Rent A Car – Saipan
- JT's Chrysler Dodge Jeep RAM Fiat – Lexington, SC
- Kar-J Car Rentals – Alhambra, CA
- Ken's Collision Center – Los Angeles, CA
- Little Hawaii Rent A Car – Honolulu, HI
- LS Luxury Car Rental Inc. – Hialeah, FL
- Nauti Girl Rentals – Vieques, Puerto Rico
- Payless Car Rental – Simpson Bay, St. Maarten
- Perkins Motors – Colorado Springs, CO
- Priceless Car Rental – Aurora, CO
- Qualified Rentals LLC – Frederick, MD
- Randy Curnow Buick GMC – Kansas City, KS
- Scranton Dodge Chrysler Jeep – Scranton PA
- Security Dodge – Amityville, NY
- Vescovo Toyota – Las Cruces, NM
- We Rent Cars and Trucks – Pittsburgh, PA
- West County Honda – Ellisville, MO

## 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

**December 12-14, 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

- |           |   |
|-----------|---|
| Nov. 6-7  | Auto Rental Summit – Miami, FL  |
| Nov. 6-8  | World Travel Mart – London, UK  |
| Nov. 8-11 | New York State Automobile Dealers Association Convention – Marco Island, FL |



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