



24 hour Creativity Slam Team First Place Enterprise “Eco” Issue

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Changes

- Image
- App
- Car Line

- EVOLVE[©]
- Environmentally Conscious
- Improved Reputation
- Younger Demographic
- Technologically Advancement

Trip Planner

Car Availability “RealTime”

Gas Savings Calculator

Navigation

Enterprise Locations

- Merge Economy and Compact
- Introduce “Green” Class
 - SUV- Escape
 - Full-Size-Volt
 - Sedan-Prius
 - Compact- Insight

- Customer Calls and Scripting
- Trip Planning
- Rental Process
- The Drive
- Start Being Eco Friendly

Benefits

Customer	Company	Employee
<ul style="list-style-type: none">• Visible Savings• Satisfaction of being eco-friendly.• Less Frustration in Reservation Process.	<ul style="list-style-type: none">• Smoother logistics• “Greener” image• Opening a new market.	<ul style="list-style-type: none">• Less headaches in tracking vehicles• More time to assist customers• Top seller Incentives

- LEED Facilities
- Green Color
- Website Update
- Car Washing Practices

Questions?

