

First Car Rental wins performance award

First Car Rental has won the Most Consistent Performer over the Past Three Years Award at the recent South African Service Awards, which were recently held at the Fire and Ice! Melrose Arch, Joburg.



L-R First Car Rental's Christo Saayman, Regional Operations Manager for Gauteng; Cindy Reid, National Training and HR Manager; and Rob Hill, District Operations

The award means that First Car Rental customers have consistently scored First Car Rental's service to them at an average of over 88% every year for the past three years, bettering Woolworths, Edgars, Vodacom, MTN, VW, Checkers and every other big brand nominated for the award.

First Car Rental also claimed the Gold Award in the Travel & Related Services - Car Hire category for the second consecutive year, competing against all of the major car hire companies.

The South African Service Awards is unique in that all companies are rated only by their actual customers, providing an unbiased view as to the level of service that the company is providing. This is done through an online rating system, which also allows full anonymity should customers want it.

In this year's awards, behind First Car Rental in the Car Hire category was Avis Rent a Car in second place followed by Europcar in third.

A true reflection

Melissa Storey, executive head: strategy, development & marketing of First Car Rental, said: "First Car Rental highly commends the South African Service Awards for its absolute dedication in raising the standards of service in our industry, and all industries for this matter, whilst allowing a platform for all customers to voice their opinions without fear or favour. There are few rating systems in the world that are as fair and impartial as this, only allowing ratings from customers, thus getting a true reflection of your efforts as a company and as a brand.

"The Service Awards in the car rental industry is particularly difficult for contenders because a perceived 'customer rental experience' is from initial booking right up until closing of the rental contract, and occasionally beyond this if there is a an issue or query, but in-between the opening and closing of customer contracts is a long road where many complications can occur, and we are judged on every step, and sometimes fiercely.

"First Car Rental prides itself on having highly motivated key staff overseeing and managing every step of the service we provide allowing autonomy where necessary, which greatly reduces customer anxiety resulting in 'good grades', so to speak. This is our intent 365 days a year, and this shows in the awards results this year."

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