



London, 16<sup>th</sup> November 2022

## **Triple shortlisting for Europcar Mobility Group in Customer Satisfaction Awards**

**Institute of Customer Service recognises innovative approach to improving customer engagement through employee engagement**

[www.europcar.co.uk](http://www.europcar.co.uk)

Europcar Mobility Group UK has been shortlisted in three categories of the UK Customer Satisfaction Awards, the most prestigious customer service awards in the UK. Run by The Institute of Customer Service, these awards recognise organisations and individuals that have implemented successful customer service strategies.

Europcar is a finalist in the Customer Satisfaction Innovation, Best Customer Service Partnership and Employee Engagement Strategy categories. Winners will be announced at a ceremony on 7<sup>th</sup> March 2023 at the Hilton Park Lane, London.

“This triple shortlisting recognises the important work we are doing to deliver the best customer experience,” commented Evelyn Tourish, UK Customer Experience Manager, Europcar Mobility Group UK. “It begins with our staff; the importance of their engagement should not be underestimated. And is underpinned by an investment in innovation focused on improving customer satisfaction with the result that we are delivering a holistically positive experience for everyone with whom we work.”

When employees began returning to the workplace towards the end of the height of the pandemic, Europcar set out to ensure every colleague felt engaged with and included in the opportunities and changes across the business. It also wanted to engender a great working environment and culture that would help the business retain and attract talent at a time when recruitment has been very difficult.

Launching its 'Going the Extra Mile' programme, Europcar recognised and rewarded the amazing work its team does to help customers every day. Since the initiative launched, employee retention has increased and employees are empowered to own the customer experience and make a real difference.

Continually improving its service to all customer groups, Europcar has also invested in processes that improve operational efficiency. One such scheme is being trialled to fast-track car hire pick-up at Heathrow Airport. A Europcar Key Dispenser known as a 'Sharebox' enables qualifying customers to bypass the rental counter via a weblink or a pin code to access their vehicle keys. It tackles the two main pain points of airport car hire: standing in long queues and filling in lengthy paperwork.

"The innovative customer service focused schemes and programmes have already proved highly successful in enhancing both employee and customer retention", added Ron Santiago, Managing Director, Europcar Mobility Group UK. "The recognition in the Customer Satisfaction Awards simply reinforces that our commitment and investment is rightly placed. It is an honour to have our internal innovations recognised by such a prestigious awards programme, and the triple shortlisting is testament to the hard work and commitment of our entire team."

Ends

## **Contacts**

### **Press Relations**

Wendy Harrison/Cecile Stearn/Clare Watson:

[europcarmobilitygroupUK PR@harrisonsadler.com](mailto:PR@harrisonsadler.com)

020 8977 9132

### **About Europcar Mobility Group**

Europcar Mobility Group is a major player in mobility markets. Relying on its long-term purpose - to offer attractive alternatives to vehicle ownership, in a responsible and sustainable manner, its ambition is to become a leader in sustainable mobility driven by technology, data and people in the years to come.

With this in mind, the Group offers a wide range of car and van rental services – be it for a few hours, a few days, a week, a month or more – with a fleet equipped with the latest engines, and which will be increasingly "green" by the end of 2024 and onwards.

Customers' satisfaction is at the heart of the Group's ambition and that of its employees. It also fuels the ongoing development of new offerings in the Group's three business lines - Professional, Leisure and Proximity - which respond to the specific needs and use cases of both businesses and individuals.

The Group's 4 major brands are: Europcar® - the European leader of car rental and light commercial vehicle rental, Goldcar® - the lowcost carrental Leader in Europe, InterRent® – 'mid-tier' car rental and Ubeeqo® – one of the European leaders of roundtrip car-sharing (BtoB, BtoC).

Europcar Mobility Group delivers its mobility solutions worldwide through an extensive network in over 140 countries (including wholly owned subsidiaries – 18 in Europe, 1 in the USA, 2 in Australia and New Zealand – completed by franchises and partners).

Further details on our website: [www.europcar-mobility-group.com](http://www.europcar-mobility-group.com)