

## **Pounds Car Hire (PCH) case study**

### **Introduction**

PCH is a company that owns a small chain of car hire outlets in Kent and Sussex. The head office of PCH is situated on an industrial estate near the Dartford Crossing. The company also owns a workshop where the hire cars are serviced and repaired. The workshop is situated on the head office site along with a small warehouse, which is used to store the parts needed to service and repair the cars, and a compound, where cars can be kept. As the company started from a single outlet and has expanded over time, its systems have not kept pace with this expansion and are not as efficient as they could be.

### **Services supplied**

PCH offers a range of cars for self-drive hire to the general public. These include eco-friendly, mini, economy, compact, standard, large and luxury. A number of each type of car is kept at each outlet, with the actual number of each type depending on its popularity. For example, an outlet that rarely has bookings for luxury cars may only keep one in stock. All self-drive cars are less than two years old. All bookings for self-drive hire are made through an individual outlet.

### **Office services**

The Office Services Director is responsible for HR, finance and administration.

The finance department keeps records of all the company's income and expenditure. Income includes the money received for car hire and from the sale of self-drive cars that are two years old. Expenditure includes payment for parts and materials for the workshop, replacement cars and staff wages. These payments are made using an online banking facility.

### **Car Hire Procedures**

Customers wanting to hire a car usually contact their nearest outlet by telephone. One of the booking clerks uses a data entry screen to enter the customer details and their requirements. If the customer has hired from that outlet before, the booking clerk can select their name from a drop-down list and the rest of their details will be looked up and displayed. For new customers, the booking clerk must key in their full name, as it appears on their driving licence, their driving licence number, their date of birth, their address and contact number(s).

The booking clerk will ask the customer what type of car they require, the time and date they want to pick the car up and the time and date they will return it. These details are all entered using dropdown lists. The booking clerk then clicks an on-screen button to check the availability of the type of car required. If a suitable car is available, the car's registration number appears on the booking screen.

The customer is asked if they require any extras, such as Sat Nav, a baby seat or a booster seat. The booking clerk uses radio buttons to select these items. For baby seats and booster seats, there is also a box to key in the quantity required. Further radio buttons allows the booking clerk to indicate if the customer wants to buy additional insurance cover and if there will be additional drivers. For the latter, there is also a box to key in the quantity.

### **Procedures for car maintenance and replacement**

All cars must be serviced at least once a year or when they have been driven 12,000 miles since delivery or last service, whichever is sooner. When new cars are delivered, the workshop manager enters their details, including the delivery mileage, into a spreadsheet.