EXCEEDING CUSTOMER EXPECTATIONS
What Enterprise, America’s #1 Car Rental Company,
Can Teach You About Creating Lifetime Customers

by Kirk Kazanjian
Foreword by Andrew C. Taylor, Chairman and CEO, Enterprise Rent-A-Car

EXCEEDING CUSTOMER EXPECTATIONS demonstrates the keys to building lifetime customers by uncovering the success secrets of Enterprise Rent-A-Car, which has grown into the largest and most profitable rental car company in North America by following the principles outlined in the book.

Enterprise continually ranks at the top of various customer service surveys and has demonstrated the powerful profits businesses can realize by putting customers and employees first.

For the first time ever, Kazanjian takes readers inside this remarkable company and reveals how any manager or entrepreneur can adopt the “The Enterprise Way” to build a customer-centered business with a dedicated, motivated workforce that is passionate about seeing all aspects of the company prosper.

From its humble beginnings in the basement of a St. Louis, Missouri, car dealership 50 years ago, family-owned Enterprise has quietly grown into a global powerhouse with more than $9 billion in annual revenues, 65,000 employees, more than 7,000 locations worldwide, and a fleet of more than 800,000 vehicles. Though it operates in an industry littered with countless failures and a reputation for low employee morale, high turnover, bankruptcies, and general customer dissatisfaction, Enterprise has recorded impressive gains each year for the past five decades, has never laid off an employee, opens at least one new office every business day, and is consistently ranked among the best companies to work for.

Using Enterprise’s unique and, until now, secret operating manual as a backdrop, Kazanjian examines how the company gained a competitive edge by identifying large untapped markets that
even the biggest players seemed to ignore. Along the way, he introduces us to Enterprise’s groundbreaking ESQi (Enterprise Service Quality index), a way of measuring and monitoring how well each location delivers on the promise to provide excellent customer service. Enterprise gave Kazanjian exclusive access to all aspects of its operations, and he reveals the company’s innovative strategies for hiring, training, and rewarding employees in the book.

Above all, **EXCEEDING CUSTOMER EXPECTATIONS** shows how Enterprise’s Midwestern values and ingenuity can allow virtually any business to stand apart from the competition, produce unbelievably satisfied customers, form effective business partnerships, and attract and retain top talent. The book provides a blueprint for not only how to measure and instill customer loyalty, but also how to run a very profitable business.

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**About the Author**

**KIRK KAZANJIAN** is an inspiring and authoritative voice on the latest trends in customer service, marketing, employee retention, leadership, and effective business practices in today’s fast-changing and competitive world. He’s the bestselling author of more than a dozen business and personal finance books, is frequently interviewed by the media, and has appeared on CNBC, CNN, Bloomberg, and many other radio and television stations across the country. A lifelong entrepreneur, he currently lives in Los Angeles, California.

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**About Enterprise Rent-A-Car**

Enterprise Rent-A-Car operates more than 878,000 rental and fleet services vehicles worldwide and has annual revenues of $9.04 billion. Last year, Enterprise opened more than 400 new locations, increasing its total locations to more than 7,000. Enterprise is currently number 21 on the Forbes “500 Largest Private Companies in America” list. The company as been recognized by J.D. Power and Associates as ranking highest in customer satisfaction among airport rental car companies. For more information about Enterprise visit www.enterprise.com.

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