

ROCC IN THE DRIVING SEAT At Godfrey Davis

technology and online processing for a solution.

"The reason why ROCC got the vote to go ahead with the full installation was the judgement of a selection committee who felt that the ROCC system could satisfy both current and future requirements with great flexibility."

A lot of effort was put to good effect. A bespoke ROCC system was created through the continuous interchange of ideas between ROCC and

ONE thing our company is not short of is data," says John Cooke, the management information systems manager with Godfrey Davis Europcar.

"The way we have tackled this data has developed over the years, and we have come a long way since the early key-to-disk days when I joined the company some 16 years ago."

Godfrey Davis Europcar is one of the largest multinational car rental companies. It has more than 3500 rental locations worldwide and specialises in the acquisition, leasing,

maintenance and disposal of vehicles for self and chauffeur drive. A turnover of over £50 million a year in the UK and responsibility for UK-wide locations of major airports, agencies and British Rail inter-city rail drive kiosks creates its own problems.

"We reached the point," said Cooke, "when we were generating so much information that it threatened our efficiency. With every vehicle generating its own set of forms the paperwork generated by an organisation this size is considerable. When I was looking for ways to maximise our operating efficiency I looked to leading suppliers of database

Cooke governed by the range of applications to be satisfied. These included general ledger accounting, records of customised accounts, online comprehensive management and profitability respectively.

"If you're in business today, time means money," says Cooke. "The ROCC system is easy to use and quick to call up."

Master file up-to-date activities are now available on customer file, rental agreements, sales ledgers, rates and payments. Vouchers are printed and controlled for travel agents.

By any standards this represents a large and challenging data entry and

"Thank you for calling; Europcar, can I help you?"



processing job. In the main it has been a question of introducing new methods of working that were conceptually different to what people were used to.

"By using ROCC jobs of new kinds have been created. With simple re-training people have become more efficient and there has been a significant reduction in manual records.

"Productivity has improved 30 per cent."

Europcar

The confidence that Cooke has for the ROCC system and in the firm's support specialists has been confirmed by the gradual and consistent progress from the installation of the original Seecheck system in 1972 to the ROCC 800 and now the present ROCC 2800.

To explain how the ROCC data entry system fits into Europcar's operation, it is necessary to start in the mailroom, where each envelope is opened. The envelope will contain rental agreements, invoices or payments which usually take the form of cash, credit card or cheque.

Payments are batched up in convenient quantities and input directly accessing the invoice and customer files. However, no update takes place until the batch is balanced and error free. Payment types are used to determine the batches used for further analysis.

All the above information is keyed in starting with a batch header and automatically linking to the correct format according to the type field. There are 18 terminals involving 18 full-time staff and an evening shift of a further eight part-time operations in the Europcar head office. There are over a million key depressions a day being reached on the ROCC 2800.

Many of Europcar's customers have an individual character account number which is unique to that customer. This means that the name and address can be accessed and moved into fields from the customer



"If you're in business today, time means money," says John Cooke - management information systems manager, pictured in the reception area at Godfrey Davis Europcar, Bushey.

master file without further keying.

During the allocation of cash the invoice number accesses both the master file for the customer and the outstanding invoices and shows the balance outstanding on the particular invoice allowing an easy visual check against the amount being paid.

On the completion of a job all the validated data is transferred to the company's mainframe computer through the 1600bpi tape drive.

Consideration is being given to the induction of direct communications. A cycle of 31 back-up system saves are maintained to allow the re-call of any day's transactions for the past month.

"ROCC has been used as a test-bed for many of our mainframe applications," says Cooke, "because of the simplicity and speed of programming and the ability to see the results in the shortest possible time."



The ROCC 2830 system is easy to use and quick to call up. Picture shows the punch room at Godfrey Davis Europcar, where 12 ROCC workstations, a ROCC 2830 processor and line printer are installed. The supervisor is Christine Baboolal pictured (right) checking a printout of work with her deputy, Sue Haynes.