

Pamela L. Parson/Enterprise Rent-A-Car

By Stephen Challis



RRFDC Director, George Emes (right), congratulates Pam Parsons of Enterprise Rent-A-Car for their placement in the RRFDC 2007 Customer Service Challenge's Top 10.

Situated just west of town at the Crozier Warehouse and Bay Rentals Facility, the Enterprise Rent-A-Car facility is ably run by Pam L. Parsons, Manager-in-Training. Her definition of good customer service is summed up with: "In the workplace, there is no one else in the room when the customer is being served."

Enterprise Rent-A-Car Co. is a \$9 billion US company with more than 64,000 employees. The company rents or leases a fleet of 878,000 vehicles, through 6,900 locations in the U.S., Canada, Germany, the U.K. and Ireland. But don't be overawed by the big numbers: Enterprise describes itself as: "a big company that has the approach and feel of a small business."

Company founder Jack Taylor served on the aircraft carrier U.S.S. Enterprise in WWII, hence the corporate name. Early on, Mr. Taylor stated part of his philosophy: "Take care of your customers and employees first, and profits will follow." The company is as a network of local, neighborhood offices, each run by a small, highly entrepreneurial team. The company motto is: "We will pick you up."

At the Fort Frances location, Pam leads a staff of three others, one "car prep" and two "drivers." She arrives each day at work in professional business attire.

Pam was raised in a small town just outside of London, Ontario and recently completed a B.A. (Honours) at Lakehead University. She has lived and worked in the Rainy River District 18 months and for close to a year at Enterprise. Soon after her arrival in the community she joined the Fort Frances Chamber of Commerce, and she is now on the board of directors

Ms. Parsons strikes one as a bright and energetic individual and as someone who is destined to find success in the corporate environment.