

TRANSFORM YOUR BUSINESS - SHARED SERVICE CENTRE

AVIS - EUROPE

JO DUNDON: COMMUNICATION MANAGER

The weakening European economy and a challenging operating environment meant Avis Europe had to reduce costs. To improve efficiency and profitability Avis Europe identified the need to implement a European shared services centre combined with a new ERP system.

The strategy to implement the new business model for the European offices needed to be communicated to all stakeholders in a controlled and timely manner. Jo was responsible for the development of an effective communication strategy to support the relocation of back office processes and minimise impact on business as usual due to the significant changes to the structure of the organisation.

Jo managed the content, frequency and mechanisms of all communication and events enabling a streamlined transition of the pilot countries financial processes to the shared service centre.