



Enterprise Rent-A-Car pilots Maiden Voyage's Female Traveller Safety eLearning Suite

Enterprise Holdings is the world's largest car rental company and operates the Enterprise Rent-A-Car, National Car Rental and Alamo Rent A Car brands. The company has 9,900 fully staffed locations in 90+ countries.

In the UK, Enterprise Rent-A-Car has more than 450 branches, in excess of 5,000 employees and a fleet of 100,000 vehicles. Over recent years, the business has become far more international in nature principally due to a rapid expansion in Europe. In 2013 it operated from five European countries – the UK, Ireland, France, Germany and Spain. Today the company operates in more than 40 countries throughout EMEA, which has led to an increase in the number of employees travelling abroad. Much of this travel is to and from its European headquarters in Egham, Surrey, to its global headquarters in St Louis, Missouri, as well as country head offices in Paris, Madrid, Dublin and Frankfurt.

The company is committed to diversity and has a number of initiatives to increase the number of women in the business – from new hires to promoting female talent into leadership roles. In the five years from April 2012, the total number of female employees in the UK increased by 100%. In the same period, the number of females in senior management positions grew 103% and the number of women in executive positions has increased by 33%.

The increasingly international nature of the company, coupled with the rise in the number of female employees, has led to a greater number of women travelling abroad on business.

"I would definitely recommend Maiden Voyage. They were great to work with and very responsive. The training was easy to access and full of great information. We have received positive feedback from all employees who have taken the eLearning and will continue to offer it to our female employees who travel on business."

Jill Boone

Assistant Vice President of European Talent Development, Enterprise Holdings

The Challenge

A quarter of female professionals worldwide have experienced harassment while travelling for business, with nearly eight in 10 (79%) females saying they wouldn't know how to deal with a situation should something negative happen to them.

Enterprise staff travel all over the world and the business takes its duty of care obligations very seriously. The company recognised the increased risk to women travellers and, as such, decided to pilot 50 female employees on the Maiden Voyage Female Traveller Safety eLearning. The business's travellers are time-conscious and wanted training that was efficient, self-directed, and responsive, along with being auditable for training records.

The Solution

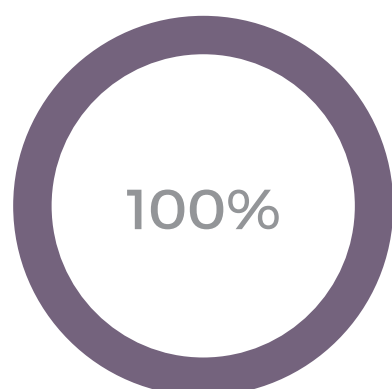
Maiden Voyage is a WEConnect Business and Enterprise is committed to supporting small, minority-owned organisations. Maiden Voyage provided the solution to help Enterprise fulfil its obligations to its female travellers.

The set-up process was simple. Because Enterprise used the Maiden Voyage Learning Management System platform, all the transportation mobility company had to do was identify whom it wanted to train. In addition, though the contract was for a period of a year, Enterprise is able to extend its licence.

The five modules include Hotel Safety, Safe Ground Transportation, Safe Meetings & Leisure Time, Pre-planning & Packing, and Intercultural Awareness. Modules take 15-20 minutes each to complete and can be taken at the learner's leisure, anywhere in the world. Efficiency and flexibility were extremely important to both Enterprise and its learners.

In addition to this, the eLearning solution was cost-effective.

The Results



of respondents said that they felt better prepared, equipped and confident for their next trip

of respondents said they have learnt new essential tips and advice from taking the eLearning modules

Testimonials



Debbie Basnett, European Airport Facilities Manager

"I found the training very interesting. To be honest when I saw I had all those modules to complete I was perhaps not as open to it as I should have been. I thought: 'what could this possibly tell me I don't already know?' and 'I don't have time to do this', but it was really informative, interesting, relevant and relatable, and I have most certainly learned some new things and adopted new practices. When checking in at a hotel, I am very aware of my room number being shared. I always sit behind the driver in a taxi and also have my 'grab bag' ready to go in my hotel room. I thought it was great."



Amanda Armstrong, Director of Meetings and Travel

"I liked the length, interactive elements and quizzes for each module."



Sarah Parkin, Generalist Manager, France and Spain

"The main nugget I took away is that I have completely changed how I view my time in hotels. Some of the training I was aware of, but some things were completely new to me. For example, I had always presumed I was safe in hotels and trusted all employees. That has changed. I now make sure when I walk into my room that I know how to lock windows and doors. I keep my handbag with key items ready to go in an emergency. I double-lock my doors before I sleep. I check keyholes before I open the door. When I'm in a hotel I am now conscious that I have to keep myself safe and not put myself in risky situations when dealing with staff."



Amanda Houssein, EMEA Sales Team, Lead Implementation Manager

"I often travel on my own for work and found this to be extremely helpful. It has certainly made me think about things I have done in the past, which could have put me in danger. For example, I now don't arrive at night. I have done this so many times and then felt even more vulnerable in a taxi to my location. Other useful advice was for when you're using public transport and staying in hotels. There are even some topics covered in the module that are relevant to men, such as ensuring they take a written copy of emergency contacts in case of issues with mobile phones. I will share this with my team. If anything, the training has taught me that I need to be more aware of my surroundings and not think that something won't happen to me, as you never know. I appreciate that Enterprise facilitated this training."



Lindsey Macdonald, Strategic Account Manager

"Overall I found the modules to be helpful and good reminders for us all to take care when travelling for work and in general."

For More Details about the Maiden Voyage Female Traveller Safety eLearning, please contact carolyn@maiden-voyage.com or erica@maiden-voyage.com

To view the Maiden Voyage eLearning taster video, [click here](#).