



Case Study: Enterprise Rent-A-Car creates a new Workplace Personalisation Process

Identifying a business need

When Enterprise Rent-A-Car set out to improve its Workplace Personalisation Process in 2016, the company was guided by the personal philosophy of its founder, Jack Taylor: that if you take care of your customers and employees first, the profits will follow.

Enterprise wanted to make its process more efficient, preserve the adjustments service for those with proven need, and ensure employees requiring adjustments would be properly referred.

It also wanted to create a centralised budget to pay for adjustments to ensure that all employees were treated equally and that their managers did not have to navigate a cumbersome approval processes.

As there were no centralised records of who had adjustments, it was difficult to assess whether its processes were working or improving. Sometimes it took months or even years for an adjustment to be identified, approved and implemented.

In addition, Enterprise needed a better solution to ensure adjustments were transferred when employees changed roles or relocated. Often, the same adjustment would have to be processed several times.

Enterprise was concerned that some employees may become discouraged by all these challenges and the possibility that some people in need were simply not asking for adjustments.

Consulting on a new Workplace Personalisation Process

Enterprise is not an expert in this area, so it decided to work with assistive technology provider Microlink to implement the new process, having come into contact with Microlink through its work with the Business Disability Forum.

The aim was to harness industry expertise to help provide a comprehensive solution that would be sustainable and effective.

This included defining the differences between health and safety assessments and reasonable adjustments or workplace personalisation, and implement processes accordingly.

Microlink worked in close partnership with Enterprise to provide a solution.

A key imperative for Enterprise was to make the new process sustainable. With this in mind, it brought together its diversity and IT teams to work with Microlink to determine the best solution.

The first step was to create a new assessment to ensure the right adjustments went to the right people and then that the changes were centrally recorded.

Initially, referrals for adjustments went directly through Microlink, which shared its advice and expertise on the process and equipped Enterprise to make informed choices in making adjustments and changes to workspaces.

Microlink and Enterprise worked together to create guidance for managers around the new process to ensure a smooth rollout.

The new process continues to assess adjustment case-by-case to ensure it is effective and delivers value.

Enterprise has now trialled the process at its European headquarters in Egham and its Business Support Centre in Aldershot and averaged six referrals per quarter.

Following this successful pilot, the new Workplace Personalisation Process will be introduced at Enterprise's eight regional headquarters throughout the UK.

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