

Streamlining car rental services through mobility

INTRODUCTION

This company is a global leader in the car rental market. For more than 65 years since its foundation, it has been characterized by a high level of customer satisfaction and is today a benchmark in customer service. It operates in more than 90 countries and has a fleet of almost 2 million vehicles.

BUSINESS ACTIVITIES

Car Rental



BUSINESS BACKGROUND

Millions of people use car rental services every day to get around in cities that are not their home cities. The car is a very expensive asset that depreciates quickly, so car rental companies have to be very careful about who they rent a vehicle to and under what conditions, which makes the rental process slow and often tedious.



CHALLENGES

In a highly competitive market, good customer service and excellent prices are not enough to stand out. You need to innovate in the end-customer experience. Additionally, this experience has to permeate all the countries and cultures in which the company operates, so standardization and local language are key when providing the service.



SITUATION

On average, it can take a person 30 to 60 minutes from the time he or she completes the paperwork to the time he or she leaves with the car. This includes everything from identity verification processes, insurance payments, contract signatures, to finding the car in a huge parking lot.



What needed to be resolved?

- The car leasing process is generally slow because companies make every effort to minimize the risk on their assets. This results in a cumbersome process for the client as he has to present his driver's license, purchase a policy or assume the risk in mishaps, as well as be responsible for fueling.

WHY?

When a customer arrives from a long flight, for example, they want to be able to drive away as quickly as possible and avoid all the paperwork.

What were the main limitations?

- One of the main limitations is that there are many components that are not "smart" and are not connected to any system in order to be managed. For example, mobile printers, cases or tablet accessories, but even so, you must have an accurate record of what you have, where you have it and in what quantity. Inventory management is the main challenge, but at the same time the main differentiator of our proposal.

SOLUTION

As experts in the mobility of people and vehicles, the company decided they needed to streamline their leasing process and mobilize it. They created a mobile application which they installed on tablets so that employees could greet customers at the door and, walking to the car, they could carry out the entire process of payments, signatures, etc. This was implemented in 5 countries: United Kingdom, Germany, France, Spain and Ireland.

How did Beyond Technology help?

- To ensure maximum availability of the kits (tablet, mobile printer and payment device) and that employees can perform their work, Beyond Technology made use of its local teams in each of the countries in order to provide the kits correctly assembled and configured. In this way, employees can start using the kits as soon as they take them out of the box. In addition, equipment replacement is offered on the next business day and there is a 24x7 support desk in local language. This allows business continuity by not having to wait so long to receive replacements.

What was the overall experience of the Beyond Technology team?

- Overall the Beyond Technology team has been very committed to the project, we know the responsibility we have to ensure that the client is 100% up and running at all times. Despite the challenges, the client has repeatedly shown to be satisfied with the service received from Beyond Technology.

Among other things, they appreciate the high level of communication we have, the way we keep them informed of project developments, and the access to customized dashboards that help them answer frequently asked questions immediately.

How was the company transformed?



En este caso la empresa transformó la experiencia del cliente final, al ofrecerle un proceso de renta mucho más ágil y acorde a sus expectativas.



CONCLUSION

For a project to be successful, it is not only necessary that the technology, processes and people are aligned to the strategy. You also need a vendor that has the ability to execute a global strategy, but implemented locally. Beyond Technology helped this client realize its vision through carefully coordinated teams to achieve the proposed objectives and deliver the best possible experience.

What were the results?

- El tiempo de permanencia en la sucursal se reduce dramáticamente de 30-60 minutos a 12-15 minutos, haciendo que el cliente salga mucho más rápido con su auto y con mayor satisfacción. Adicionalmente los empleados, ven un beneficio el estarse moviendo y ayudando a los clientes a localizar su auto, que estar sentados en el mostrador todo el día.

