

The Hertz logo is displayed in a large, bold, yellow font with a white outline, set against a dark background. The background of the top section of the page is a photograph of a silver Hertz rental car parked in a terminal, with the Hertz logo visible on the wall behind it.The Getac logo is displayed in a white, italicized, sans-serif font.

GETAC CASE STUDY: HERTZ RENTAL CAR

GETAC RUGGED SOLUTIONS HELP ACCELERATE CAR RENTAL PICK-UP & DROP-OFF WAIT TIMES

CHALLENGE

Hertz wanted to minimize the time customers spend picking up and returning rental cars at airport terminals. The objective was to maintain or enhance customer satisfaction, while simultaneously boosting operational efficiency and employee productivity. This required a strategic approach to streamline the rental process and ensure a quick, smooth experience for customers.

SOLUTION

The solution involved introducing the Getac UX10 fully rugged tablet to modernize and streamline operational workflows. This strategic deployment aimed to efficiently manage the high volume of customers returning their rental cars, especially during peak drop-off times. By utilizing this technology, the goal was to significantly reduce wait times and improve the overall customer return experience.

RESULTS

The implementation of Getac UX10 rugged tablets significantly improved operational efficiency by replacing outdated, paper-based processes with streamlined digital workflows. This change led to a substantial reduction in data entry errors and decreased wait times, ultimately enhancing the speed and quality of service provided to customers. This technological upgrade not only expedited processes but also positively impacted the overall customer experience.

OVERVIEW

The Hertz Corporation, a car rental and transportation company, operates the Hertz, Dollar and Thrifty vehicle rental brands and is one of the largest worldwide vehicle rental companies. As an industry leader, the company strives to advance the way people move around the world using vehicles.

The company maintains car rental locations at major transportation hubs and local municipalities, and competes in multiple market segments, each of which is highly competitive. To differentiate itself in its high-end vehicle rental market under the Hertz brand and preserve the satisfaction of its 11 million Gold Plus Rewards members, the company focuses on elevating the customer experience to help grow its business, loyalty membership and maintain its premier status.

The company's leaders know that an unpleasant experience can leave a customer feeling frustrated, unappreciated, dissatisfied or outright angry. Alternatively, an exceptional one can create a brand advocate and lifetime customer. Anyone who has experienced running late to catch a flight knows that every second counts when returning a rented car. Hertz needed to increase the speed in which cars are picked up and returned at the airport.

BUILDING LOYALTY THROUGH CUSTOMER SATISFACTION

Customer service teams noticed the paper-based process for picking up and dropping of rental vehicles at the airport involved many manual steps and was subject to errors. Traditionally, customers checking in to pick up a car wait in line until an available representative is available at the counter. Loyalty club members can locate their reservation information on the Gold Member board, but if their name is not listed, they need to flag down a customer service representative or wait in line at the counter with everyone else where wait times could take up to 20 minutes depending on how many customer service agents are available and how many people are in line. Customers experience a similar process when returning the car before receiving a receipt.

The existing limited number of tablets used for peak times to help reduce the number of customers waiting in line were insufficient in number and functionality. The representatives needed a solution that could help streamline the check-in and check-out process to save time and create a frictionless experience for its customers.

GETAC UX10 - ONE RUGGED TABLET, MULTIPLE USE CASES

When colleagues from other departments joined the trial, they found that the Getac UX10 tablet could be leveraged for additional uses including fleet management, vehicle maintenance and IT support. The pilot helped reveal additional unexpected requirements including a camera for easily documenting any damage, a barcode reader to access customer reservation information and certifications that validate the devices ruggedness to withstand extreme temperatures and wet conditions as not all return locations were protected indoors.

The Getac support team helped address each requirement and find a new solution to accommodate the new priorities. The Hertz service agents highly valued the UX10's readable screen size that works well in bright daylight (1,000 nits) and dark conditions, the responsive touchscreen that worked in wet weather and while wearing gloves, and the durability to withstand accidental drops and rough handling since agents carry them all day. The warranty program was also important knowing accidents would happen.

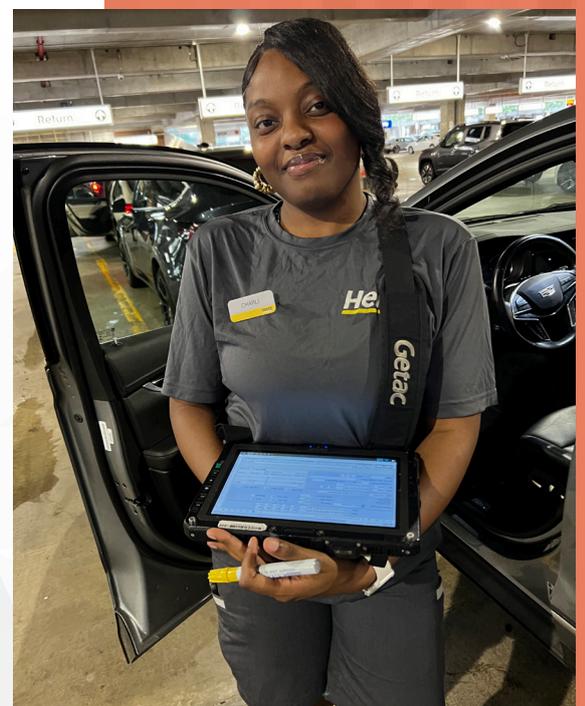
The IT team appreciated the Getac Device Management System (GDMS) that provides visibility into which devices are optimally working and which are not, reducing the risk of device downtime. The system's built-in virtual GPS helps physically locate the devices without having to hunt down serial numbers, so when a manager requests more devices thinking they all are in use, IT can research how many are currently in use, how many are idle or under repair and where they are before ordering a new fleet of equipment, saving both time and money. The teams agreed that the Getac UX10 and GDMS software satisfied multiple use cases in one rugged tablet.

FAST, HASSLE-FREE EXPERIENCES DRIVE CUSTOMER SUCCESS

The decision to use the Getac UX10 was unanimous. During the trial, the teams saw immediate productivity improvements from eliminating the need to physically walk back and forth between locations to access and record information, research errors, print receipts or locate lost, misplaced or unused devices.

Hertz equipped its instant return agents and customer service representatives at the top 70 airports and its regional locations with the UX10 rugged tablet. The service teams could now treat all customers like Gold Members upon vehicle pick-up by looking up reservations, updating credit card information and directing clients to their car location while they are in line. The instant return agents use them to quickly scan the barcode affixed in the windshield to access the reservation, use the camera to document any damage, record the mileage and fuel level, close the rental record with any necessary pricing adjustments and instantaneously provide the customer with a receipt.

As one Hertz customer relayed, "I was in a rush to catch a late-night flight and was greeted with a smile and the fastest car return ever. The return agent checked out the car and sent my email receipt before I even had my luggage out of the vehicle."



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Using the Getac UX10 devices removed much of the slow, manual, paper-based process, streamlined workflows and decreased data entry errors. Reducing wait times helps customers get to where they need to go faster and improves their overall experience. The internal Hertz teams felt the company listened to their needs to help them be more productive and appreciated the modern scalable solution that not only benefited customers but also multiple departments within the Hertz organization. Happy employees project their job satisfaction onto customers who then look forward to renting from Hertz again.

“Our success is measured by the lack of service-related calls on the UX10. Using Getac devices helps keep us up and running 24/7 without disruption. That’s success.”

- Barrett Myron, Senior Director of Global Field Technology

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