

LogiMove streamlines rentals by customizing workflows

Industry: Car Rental

Company: Hertz

Context: The global car rental industry, according to a Lucintel report is anticipated to grow at a CAGR 5.6% from 2016-2021. This is driven by the new trend of off-airport car rentals and increasing business and leisure trips. Hertz wants to (1) increase margin and, (2) reduce costs by detecting damages at the time of return.


Challenge:

- Damages are not detected, calculated & resolved in real-time at time of return
- A fragmented EU market presents regulatory challenges for car rental companies
- No central damage database to create analytics
- Single standardized rental process for the diverse range of cars in a fleet
- For damage detection every unit had different aspects to be investigated
- If asset is accepted as 'returned' it is hard to re-evaluate the rental contract due to manual paper records

Business Benefits:

 **75%**
Damage
Detection Rate

- Real-time damage detection on assets helps in accurately calculating the probability of damages on specific inventory
- Specific check-list per asset type leads to higher detection
- Easy accommodation of frequent changes in business logic
- Flexible search of pricing based on model number of equipment that is damaged

 **41%**
Damage Correction
Rate

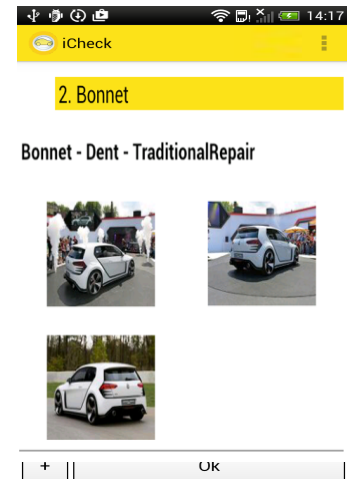
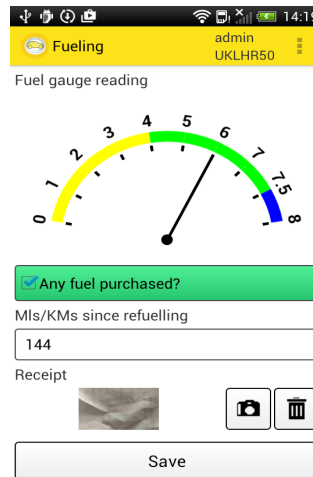
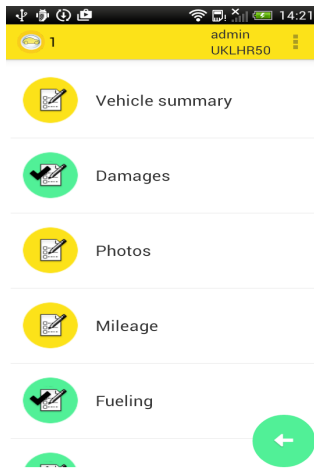
- End-to-end transparency and accountability as field workers need to document and photograph damages
- Ability to charge the customer for these damages at the counter in real-time with no manual workflows
- Elimination of fraud opportunities
- The value of previously undetected damages now corrected is \$2M

 **8%**
Salaries of
employees

- Reduction in HR cost as skill requirements to perform these functions dropped.
- Higher personnel turnover can be managed due to the lower skill requirements needed by prospective employees

Technical Success:

- Based on the rental contract the mobile workflow extracts individual damage criteria of the car
- Enable damage reporting by customer while car is on rent
- Standardized process for employees to track the damage detection during returns
- Visual documentation of the car for transparency
- Upon return the field worker go through a thorough 5+ point-check to evaluate the status of the car



Special Customer Requirements:

The solution that was implemented was developed under the following customer requirements:

- Identify the end-to-end steps from renting out an equipment to its return including damage checks
- Reduce skill-level and labor costs required to perform tasks
- Self-explanatory User Experience
- Understand and incorporate changes to ease pain-points of a customer in their journey to a successful car rental

Milestones:

- Go-Live 16 weeks after Kick-off
- No training for low skilled personnel
- Potential Revenue increase for Hertz- \$4M+/yr
- Post-return process efficiency increase by 20%
- Analytics based on frequently damaged areas per asset

Clients—



Largest US car rental company



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