

THE COOLFIRE SOLUTIONS CASE STUDY:

ENTERPRISE RENT-A-CAR LAUNCH PAD

CHALLENGE

Streamline processes to elevate and enhance customer experience.

As a global leader in the car rental industry, Enterprise Rent-A-Car is focused on providing a level of service that keeps customers coming back. To maintain that focus, the company hires smart, motivated people into its Enterprise Rent-A-Car Management Training Program, coaching them thoroughly from the day they become front-line employees. At Enterprise, career advancement is directly tied to success in completely satisfying customers.

However, as the business has grown, so too has the time it takes to manage the rental process. For example, if a location encountered an inventory issue, an employee might have to make numerous calls to other area Enterprise locations to secure the vehicles they need and to make arrangements to have them moved. This process not only took employees' time away from serving customers, but it also created an inconvenience for patrons.

SOLUTION

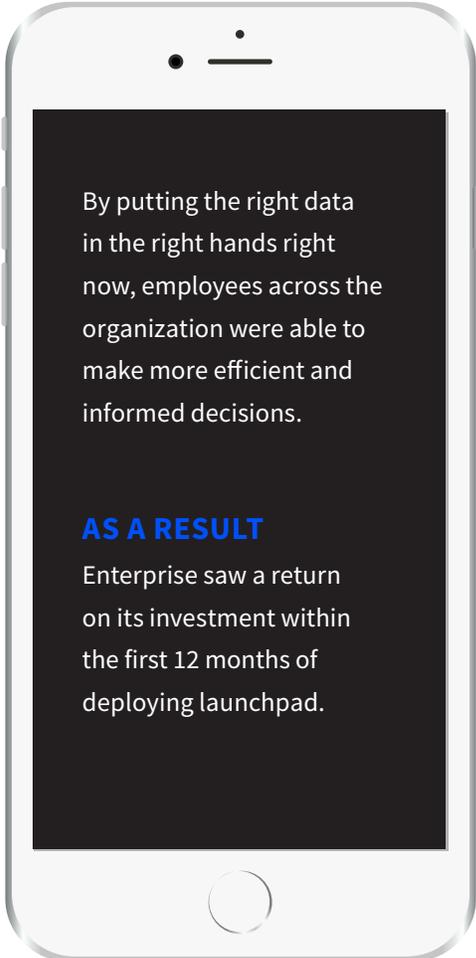
Put collaborative data in the hands of teams instantly.

Enter Coolfire. In 2016, Enterprise Rent-A-Car piloted the mobile software in select locations in the St. Louis market, the home of its worldwide headquarters. Coolfire integrated and aggregated Enterprise's existing operational investments, systems and processes into a central dashboard accessible on a tablet known as LaunchPad.

The new functionality provided Enterprise with better visibility into its business and operations through real-time awareness, control, and response:

- Integration of reservation and inventory data for cross-function collaboration
- Inventory of optimization with instant cross-branch vehicle trading
- Real-time view of employee locations and customer reservations with dynamic asset management
- Assignment of work tickets and tasks to optimize workforce efficiency

LaunchPad was rolled out to all neighborhood Enterprise Rent-A-Car locations throughout North America in spring 2017. Today, it has over 25,000 active daily users. Enterprise is currently in the process of implementing the technology throughout its European locations.



By putting the right data in the right hands right now, employees across the organization were able to make more efficient and informed decisions.

AS A RESULT

Enterprise saw a return on its investment within the first 12 months of deploying launchpad.



RESULTS

Customer transactions are now interactions.

When customers enter an Enterprise location, they now find employees carrying the Coolfire-powered LaunchPad tablet. Team members instantly retrieve reservations, and cars are always ready and waiting for their customers.

With LaunchPad, employees can move away from the counter, freeing them up to interact with customers anywhere and allowing them to conduct business on the customer's terms.

The rental market is changing, and Enterprise is serving an increasingly broad customer base with expanding expectations. Coolfire creates a frictionless operating environment, seamlessly connecting and leveraging Enterprise's systems, processes and data. This gives the company the tools it needs to transcend the rental experience and operate with absolute precision, enabling a level of service that exceeds customer expectations.



“The opportunity to get to know the consumer in an even more intimate way is something that is available to you, but there has to be an organization,” said Lee Broughton, Vice President at Enterprise Rent-A-Car. “We’re really trying to take a holistic look. LaunchPad represents us addressing the whole flow of how a customer experiences our products and services.”

Source: “Car Rental Companies Get More Connected,” USA Today

Enterprise Holdings Inc., the world's largest car rental company, operates its flagship Enterprise Rent-A-Car brand as well as the National Car Rental and Alamo Rent A Car brands, through an integrated global network of independent regional subsidiaries and franchises.

Coolfire delivers connected workstream collaboration software to enhance real-time event awareness, control, and response. By eliminating the barriers between operational teams and data, Coolfire empowers people to make better decisions faster. Connected teams see events as they happen, access highly organized workspaces with critical event data, and allow the assigned team to coordinate a response. By integrating cross-functional teams, assets, and event data into a common operational picture, organizations can orchestrate tasks, people and resources with greater visibility before, during and after the event. Built for the speed of the US Special Forces and for the scale of Enterprise Rent-A-Car.

SIGNIFICANT OUTCOMES

- Further improved customer experience
- Moved from pure transaction to interaction with customers
- Minimized and often eliminated data entry during the rental process

AS A RESULT

- **TRANSACTION:** Enterprise Rent-A-Car's average overall transaction time is cut in half. The rental process is more proactive and efficient, and it scales to each customer, taking as much or as little time as the customer needs.
- **INVESTMENT:** Enterprise saw a return on its investment within the first 12 months of deploying LaunchPad.



LET'S GET STARTED.

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