



enterprise

THE RONIN PLATFORM™ Case Study: Enterprise Rent-A-Car LaunchPad

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:

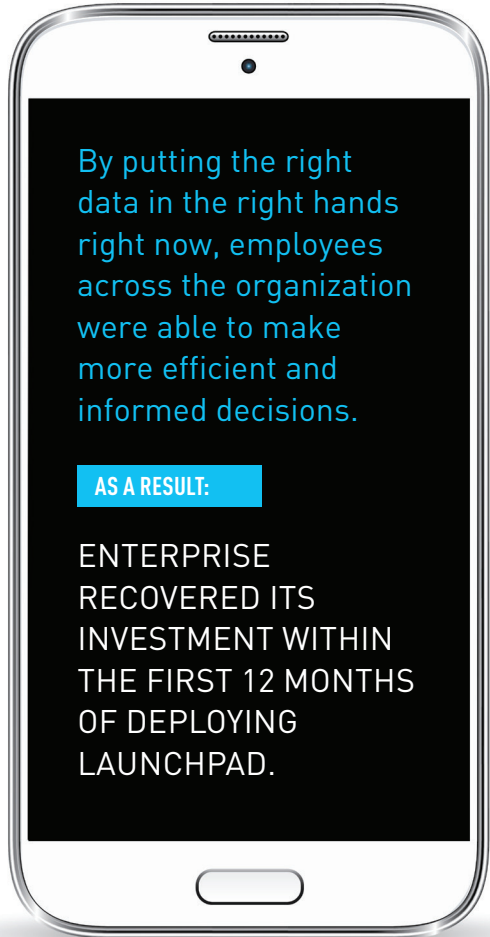
PUT THE RIGHT DATA IN THE RIGHT HANDS RIGHT NOW.

Enter the Ronin Platform. In 2016, Enterprise Rent-A-Car piloted the mobile software in select locations in the St. Louis market, the home of its worldwide headquarters. Ronin 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 **situational awareness**:

- + INTEGRATION OF RESERVATION AND INVENTORY DATA
- + INVENTORY OPTIMIZATION WITH INSTANT VEHICLE TRADING BETWEEN BRANCHES
- + REAL-TIME VIEW OF EMPLOYEE LOCATIONS AND CUSTOMER RESERVATIONS
- + ASSIGNMENT OF WORK TICKETS 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 20,000 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 RECOVERED ITS INVESTMENT WITHIN THE FIRST 12 MONTHS OF DEPLOYING LAUNCHPAD.



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RESULTS:

CUSTOMER TRANSACTIONS ARE NOW INTERACTIONS.

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

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. The Ronin Platform 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.

"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 of Marketing 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, June 2017)

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 RECOVERED ITS INVESTMENT WITHIN THE FIRST 12 MONTHS OF DEPLOYING LAUNCHPAD.**



LET'S GET STARTED.
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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.

At **Coolfire Solutions**, we create, design and innovate at the edge because we thirst for progress – the kind of progress that transforms life and business in a meaningful way. We embrace ingenuity to get the job done. We sprint for milestones to quickly show returns. With the right information in the right hands right now, action can be taken and innovation spurred.

The **Ronin Platform** was developed to maximize the value of your existing technology and minimize the gaps in your operational picture by intelligently integrating data from all sources.