



FROM PHONE CALL TO EASY BUTTON

CONSTRUCTION:UNITED RENTALS

IT'S A BILLION-DOLLAR PROBLEM AND THERE WASN'T A TOOL POWERFUL ENOUGH TO FIX IT

PROBLEM:

United Rentals serves commercial job sites through a multitude of equipment needs. The disconnect between equipment available on site and the needs of the job site are prevalent.

INSIGHT:

Allowing users to create quick, predefined rental orders.

SOLUTION:

VMLY&R created a physical hard hat that communicates with the UR backend to pass a rental request. The request is then coupled with an SMS confirmation that the order was received.

