



enterprise

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

### CHALLENGE:

## STREAMLINE PROCESSES TO ELEVATE AND ENHANCE CUSTOMER EXPERIENCE

Enterprise Holdings Inc., the world's largest car rental company, owns the Enterprise Rent-A-Car, National Car Rental and Alamo Rent A Car brands. As a global leader, the company is focused on providing a level of service that keeps customers coming back. To maintain that focus the company hires smart, motivated men and women into its Enterprise Rent-A-Car Management Training Program and trains them thoroughly from the day they become front-line employees. In fact, their career advancement is tied directly to their 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 make numerous calls to other area Enterprise locations to secure the vehicles he or she needs, and make arrangements to have them moved. While this is certainly part of the convenience of having such a large network of locations, the actual process was not only taking employees' time away from serving customers, it created an inconvenience for customers as well.

### SOLUTION:

## RIGHT DATA. RIGHT HANDS. RIGHT NOW.

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

The new real-time functionality provided Enterprise with better visibility into its business and operations through **situational awareness**:

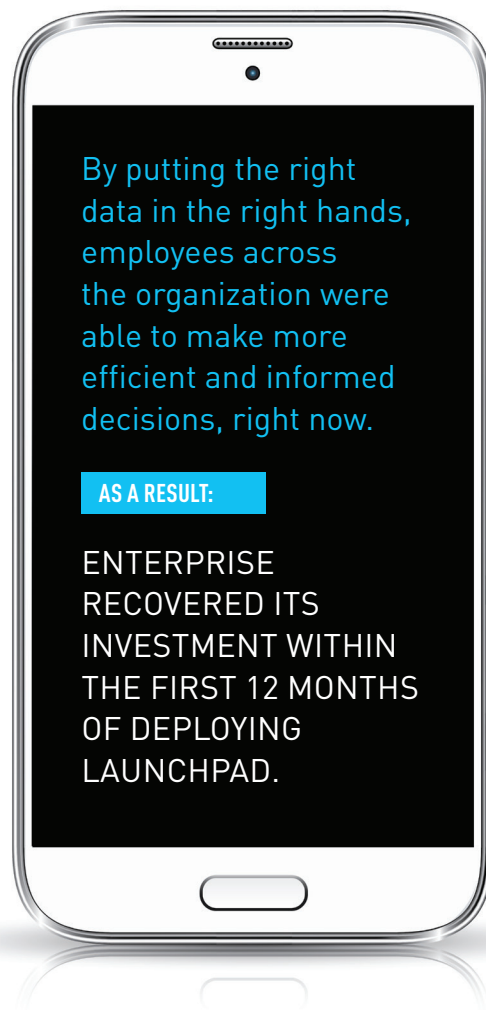
- + INTEGRATION OF RESERVATION AND INVENTORY DATA
- + VIEW OF EMPLOYEE LOCATIONS AND CUSTOMER RESERVATIONS
- + INSTANT TRADING OF VEHICLES WITH OTHER BRANCHES TO ELIMINATE INVENTORY ISSUES
- + ASSIGNMENT OF WORK TICKETS TO OPTIMIZE WORKFORCE EFFICIENCY

LaunchPad was rolled out to all neighborhood Enterprise Rent-A-Car locations throughout North America in spring 2017 and now has over 20,000 active users daily. Enterprise is now in the process of its European rollout.

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

### AS A RESULT:

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





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

### RESULTS:

## CUSTOMER TRANSACTIONS ARE NOW INTERACTIONS

- + The Ronin Platform creates a frictionless operating environment, seamlessly connecting and leveraging Enterprise's systems, processes and data. Through LaunchPad, employees can move away from the counter, freeing them up to interact with customers anywhere, and conduct the process on customers' terms.

When customers enter Enterprise, they now find employees carrying the Ronin-powered LaunchPad with the central dashboard at their fingertips. Reservations are instantly retrieved and cars are waiting. LaunchPad gives Enterprise the tools to transcend the rental experience and operate with absolute precision. The market is changing and Enterprise is serving an increasingly broad customer base with expanding expectations on a global scale. LaunchPad is allowing Enterprise to be ready.

As reported in a June 5, 2017, article in USA Today titled, "*Car Rental Companies Get More Connected*," Enterprise Rent-A-Car's Vice President of Marketing Lee Broughton said, "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... 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."

### SIGNIFICANT OUTCOMES:

- + FURTHER IMPROVED CUSTOMER EXPERIENCE
- + MOVED FROM PURE TRANSACTION TO INTERACTION WITH CUSTOMERS
- + DATA ENTRY IS MINIMIZED AND OFTEN ELIMINATED DURING THE RENTAL PROCESS BECAUSE CUSTOMER INFORMATION AND PREFERENCES ARE COLLECTED IN ADVANCE

### AS A RESULT:

- + **TRANSACTION:** ENTERPRISE RENT-A-CAR'S AVERAGE OVERALL TRANSACTION TIME IS CUT IN HALF. HOWEVER, WITH THE PRIMARY FOCUS BEING ON THE CUSTOMER, THE PROCESS IS MORE PROACTIVE, EFFICIENT AND IT SCALES TO THE CUSTOMER'S NEEDS, SO IT CAN TAKE AS LITTLE OR AS MUCH TIME FOR THE INTERACTION AS NECESSARY.
- + **INVESTMENT:** ENTERPRISE RECOVERED ITS INVESTMENT WITHIN THE FIRST 12 MONTHS OF DEPLOYING LAUNCHPAD.



FOR MORE INFORMATION

Visit [coolfiresolutions.com](http://coolfiresolutions.com) or reach out to Tom Blondi, Chief Revenue Officer: [tblondi@coolfiresolutions.com](mailto:tblondi@coolfiresolutions.com).

- + 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 existing technology by intelligently integrating data yielded from all sources to minimize the gaps in your operational picture.