

Implementation Report

Development Process

GoCar is a car renting application-based organization and after the takeover by Europcar, it received an initial loan of Euro 25 million (Conor, 2016). It relaunched its service in both Cork and Dublin and the response by the people to it has been positive. Like the largest cab service provider UBER, GoCar is in loss for the initial time period. The main source of revenue of GoCar is through customer booking. Over the last 10 years, it has had a membership of over 40,000 customers but with an increase in business, it is expecting to triple the ridership by first quarter of 2020.

For better understanding the business of GoCar we have used Michael E. Porter's "Five Potters rule".

- **Customers:** The customers of GoCar are people who use the services on a daily basis or even the travelers who come to Ireland for vacation. GoCar provides customers with free fuel for initial 50 kms and this for the ones using the services daily is a plus as they will be travelling in or around the city. For people who want to use more of the service can book the car for an overnight or even for a few days. GoCar has made sure that the cost remains within the reach of such customers.
- **Suppliers:** As being a car rental company, GoCar takes car from Hyundai, Ford, Renault and BMW. They are the main suppliers to GoCar. To attract the supplier GoCar provides them with free marketing by using their vehicles. Adding to this Hyundai has seen a rise of 10% in sales and people have given feedback to using GoCar once and how comfortable the vehicle is. Apart from the car supplier GoCar has tied up with Topaz for the fuel. Now, Topaz are the official sponsor of fuel for cars. In return, apart from the fuel charge for 50 kms the customer buys rest of the fuel from Topaz and increases their sales.
- **Substitutes:** They don't just call GoCar Ireland's Very own car rental services and number one in that. Over the last 10 years there have been many startups who worked on the business model of car rental but couldn't survive the market. However, Companies like Blah-Blah Car, Getaround, and Tripod are still in the market trying the best to match the level of customer database and customer satisfaction provided by GoCar
- **New Entrants:** There are not many entrants in the field of car rental service. But Green Mobility is one who will be providing electric vehicle and a single charge to that would be enough to travel 400 KMS but in cold or during little summer that Ireland has it will still be able to go beyond 200 KMS. GoCar who is concerned about the environment also introduced this in 2016 after partnering with BMW. And has running this since then in Dublin.
- **Existing Rivals:** Taxis have been a rival to car rental since the beginning of this service. GoCar when compared to Taxis or other car rental service provides better service and customer satisfaction. The fact that you get a parking space available and that is free as well and you always get to pay less in comparison to taxis and other car rental services.

GoCar Customer Support Operations Overview

GoCar operations team constitutes of a Customer Support Manager and 5 customer service executives. It maintains a database which stores information like booking details, customer data, revenue and GoCar vehicles. Customer Support executives competently provide resolve 70% of the issues.

GoCar issues are reported through the following ways:

1. Emails from customer
2. Ticket generated from website
3. Phone calls from customer

At present, Microsoft database is used to log customer issues. At the time of raising the issue customers are prompted to provide their Booking Id. These issues are then distributed to the 5 Customer support executives in the form of emails. Depending on support executive availability, issues are taken up and worked on. If issue require some field expertise it is forwarded accordingly.

System: Microsoft Outlook is used for emails.

Solution:

Considering past process and experience, it can be stated the system is not an efficient one and depends heavily on manual work. Hence, implementing the Microsoft Dynamic Customer Service Hub along with Power BI would be beneficial for GoCar.

Factors concluding to the solutions:

1. Unified interface to view information from different platforms.
2. Automated assignment of issues.
3. Grouping of Issues for quick resolutions.
4. Efficient monitoring of issues through Dashboards.

CRM Service Hub Setup:

Users and Security Role

1. Created Field Service – Administrator which will be Customer Support Manager.
Assigned organization level access to Read, Write, Assign. Provided Parent Level access to Delete and User level access to Create (Fig.1.1).
2. Created Field Service – Resources which will be the 5 Customer Support Executives.
Assigned organization level access to Read and Write. User level access to Create and no access to delete cases (Fig. 1.2).

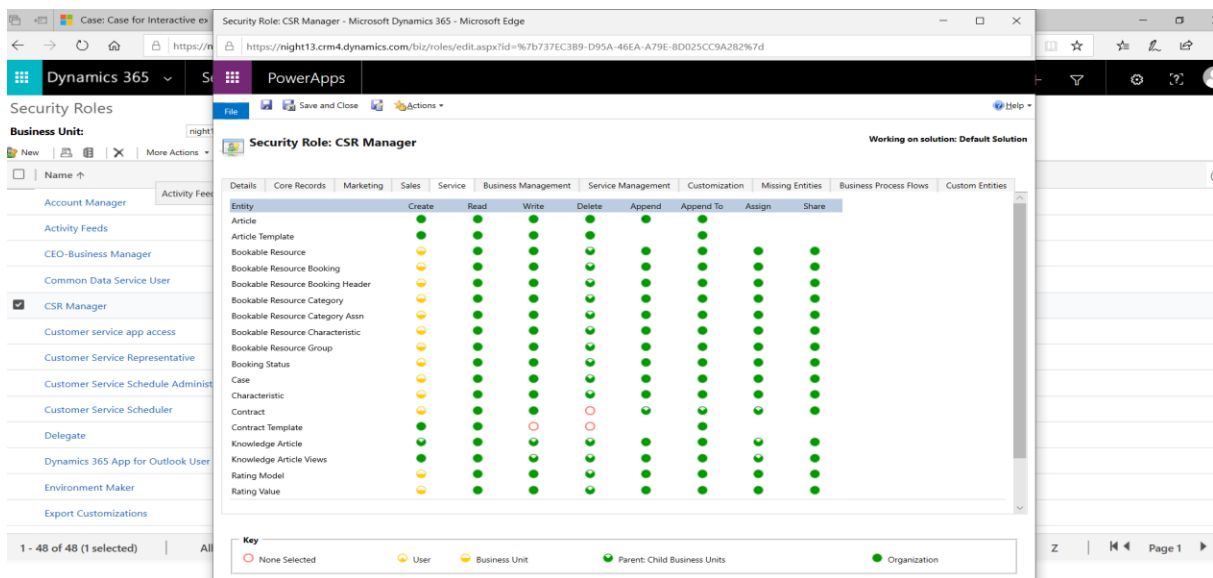


Fig. 1.1

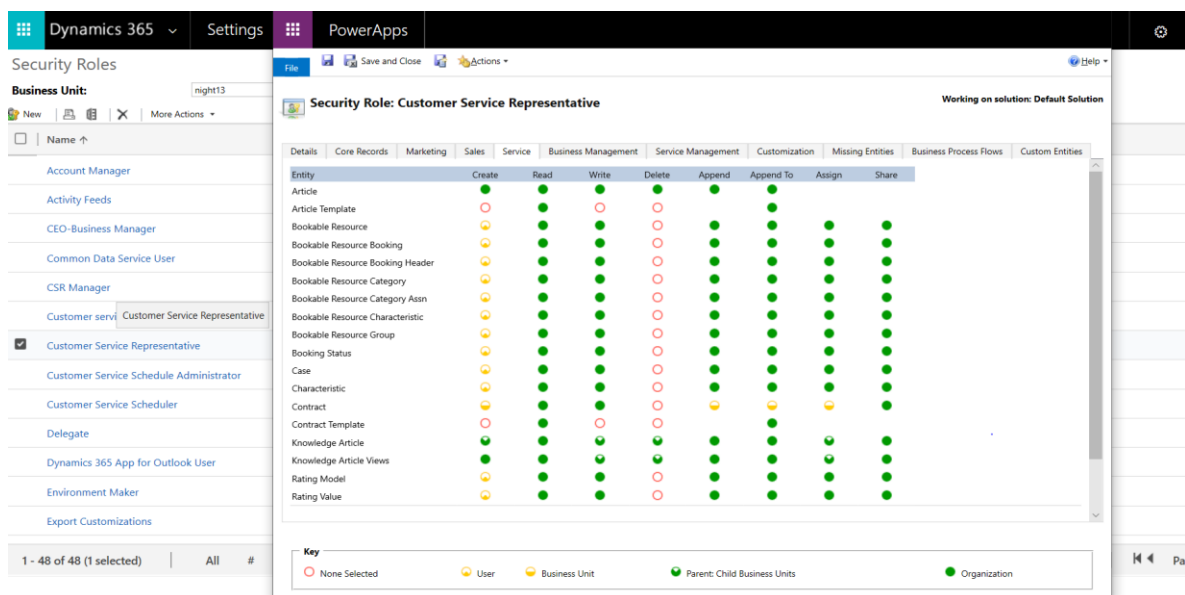
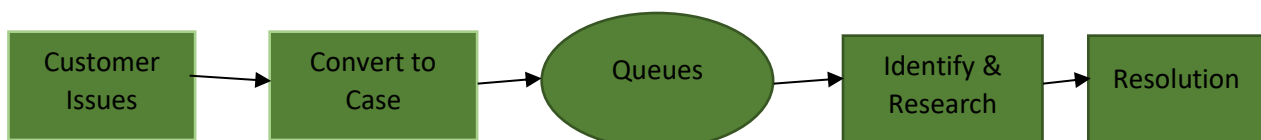


Fig. 1.2

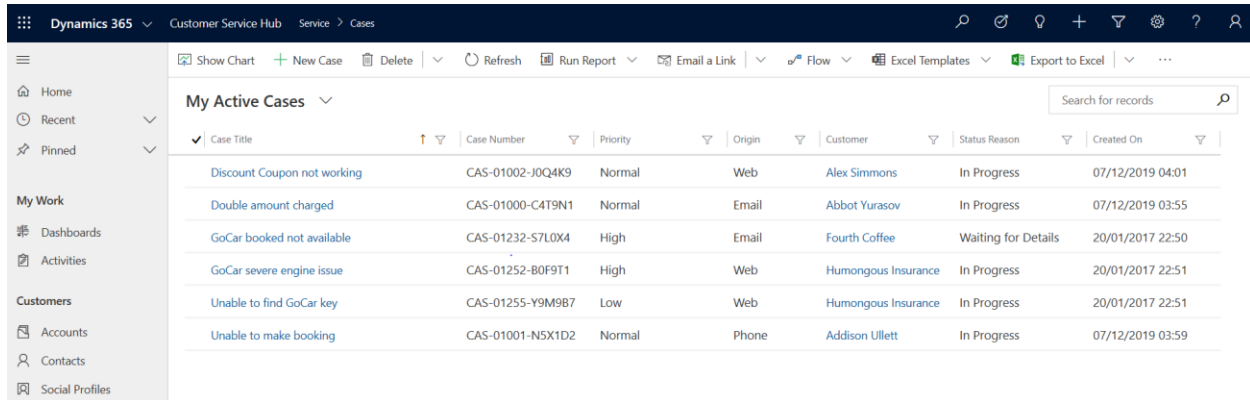
CRM Service Hub Process:

Dynamic CRM Customer Service Hub is being implemented to streamline the customer service operation of GoCar. Customer Service Hub provides customer service executives and managers an interface to keep track of their workloads. It provides multi source platform to engage with customer. Hence providing quick resolution to customers.



Step 1: Case Creation

- Only Customer Support Executives and Manager can create Cases.
- Active Cases are Viewed under My Active View Cases.
- Manager has the right to assign cases to support executives.



The screenshot shows the Dynamics 365 Customer Service Hub interface. The left sidebar contains navigation options: Home, Recent, Pinned, My Work, Dashboards, Activities, Customers, Accounts, Contacts, and Social Profiles. The main area displays a table titled 'My Active Cases' with a search bar and various action buttons (Show Chart, New Case, Delete, Refresh, Run Report, Email a Link, Flow, Excel Templates, Export to Excel). The table has columns for Case Title, Case Number, Priority, Origin, Customer, Status Reason, and Created On.

Case Title	Case Number	Priority	Origin	Customer	Status Reason	Created On
Discount Coupon not working	CAS-01002-J0Q4K9	Normal	Web	Alex Simmons	In Progress	07/12/2019 04:01
Double amount charged	CAS-01000-C4T9N1	Normal	Email	Abbot Yurasov	In Progress	07/12/2019 03:55
GoCar booked not available	CAS-01232-S7L0X4	High	Email	Fourth Coffee	Waiting for Details	20/01/2017 22:50
GoCar severe engine issue	CAS-01252-B0F9T1	High	Web	Humongous Insurance	In Progress	20/01/2017 22:51
Unable to find GoCar key	CAS-01255-Y9M9B7	Low	Web	Humongous Insurance	In Progress	20/01/2017 22:51
Unable to make booking	CAS-01001-N5X1D2	Normal	Phone	Addison Ullett	In Progress	07/12/2019 03:59

Fig. 1.3

Step 2: Queue

- Queue are created to organize the customer issues based on the type of queries and categories of vehicle provided by the GoCar. Some queues created are Booking Issues, GoCar Application, GoCargo and GoCity.
- Managers are provided access to Create Queues.
- Support Executives can assign Cases to Queues but are not allowed access to Create queues.

Dynamics 365

Settings

Service Management

+

NEW

🗑

DELETE

📧

EMAIL A LINK

📄

FLOW

📊

RUN REPORT

📄

EXCEL TEMPLATES

📄

EXPORT TO EXCEL

📄

IMPORT DATA

📄

VIEW

🔍

🕒

+

🔼

⚙

🔗

➡ My Active Queues

Search for records

🔍

<input type="checkbox"/>	Name	Incoming Email	Queue Item...	No. of Member...	Type	<div>🔼🕒</div>
	Booking Issues		0		Public	
	Engine Issues		0		Public	
	GoCar Application		0		Public	
	GoCargo		0		Public	
	GoCity		1		Public	
	GoElectric		2		Public	
	GoVan		1		Public	
	Payment Issues		0		Public	

Fig. 1.4

Step 3: Routing Rule

- Routing Rules are created to automatically route cases of customer directly without any intervention support executives.
- In Fig. 1.5, a Routing rule is created for GoCar Booking Cases, where the cases are automatically directed to the E-Business Team when it matches the rule criteria. Rule criteria set for this instance directs the booking cases to Booking Queue when Cases are required service and are escalated.

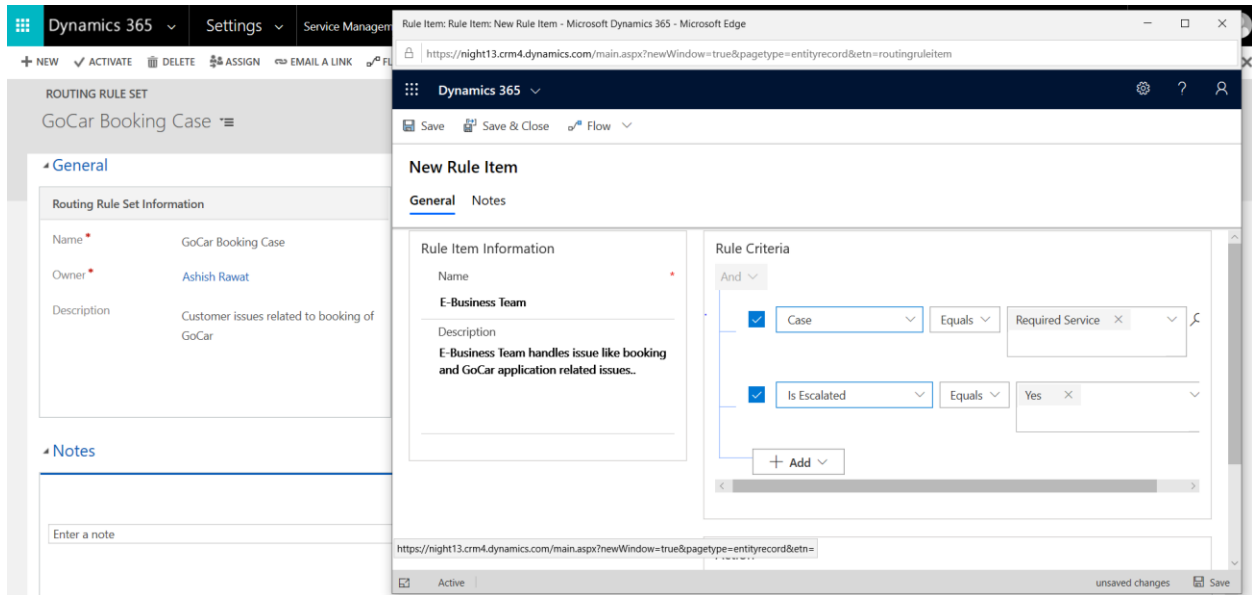


Fig. 1.5

Step 4: Associating Service Level Agreement

- 3 SLA's (Service Level Agreements) are created depending on the priority of the cases. Siebel represents high priority issues which needs to be addressed as per the set hours, in this case 4 hours.

The screenshot displays the Dynamics 365 interface for viewing all service level agreements. The table shows three SLAs: 'Low Level', 'Siebel', and 'Standard'. All three are in 'Draft' status and were created on 07/12/2019. The 'Owner' for all three is 'Ashish Rawat'.

Name	Entity	Status	Is Default	Applicable From	Owner	Created On
Low Level	Case	Draft	No	Created On	Ashish Rawat	07/12/2019 15:07
Siebel	Case	Draft	No	Created On	Ashish Rawat	07/12/2019 15:02
Standard	Case	Draft	No	Created On	Ashish Rawat	07/12/2019 15:05

Fig. 1.6

Step 5: Knowledge Article

- Knowledge articles are created to facilitate support executives work. They contain information regarding more frequent issues. Manager role are granted access to create and update knowledge articles.
- In Fig. 1.7 a knowledge article regarding GoCar booking is presented. The Content field contains information to resolve the issue. It can be associated with a Case and sent to the customer as a resolution.

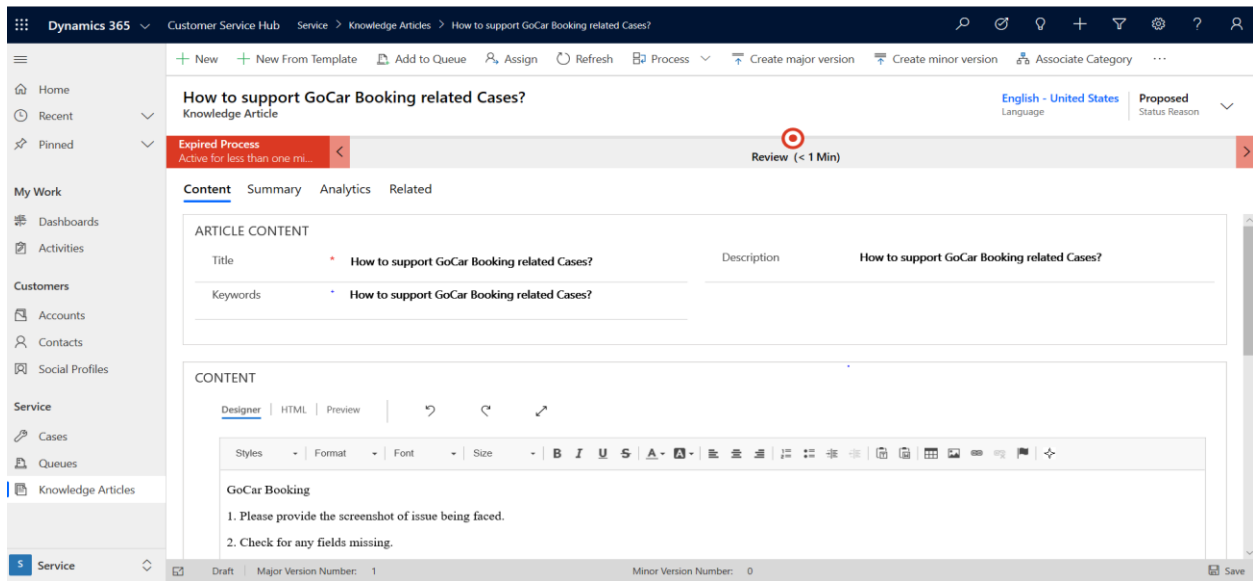


Fig. 1.7

Step 6: Identify & Research

Identify and Research are stages, a case goes through before resolution. A customer support executive will take up an issue, identify the contacts or account associated with it and research on the resolving the issue.

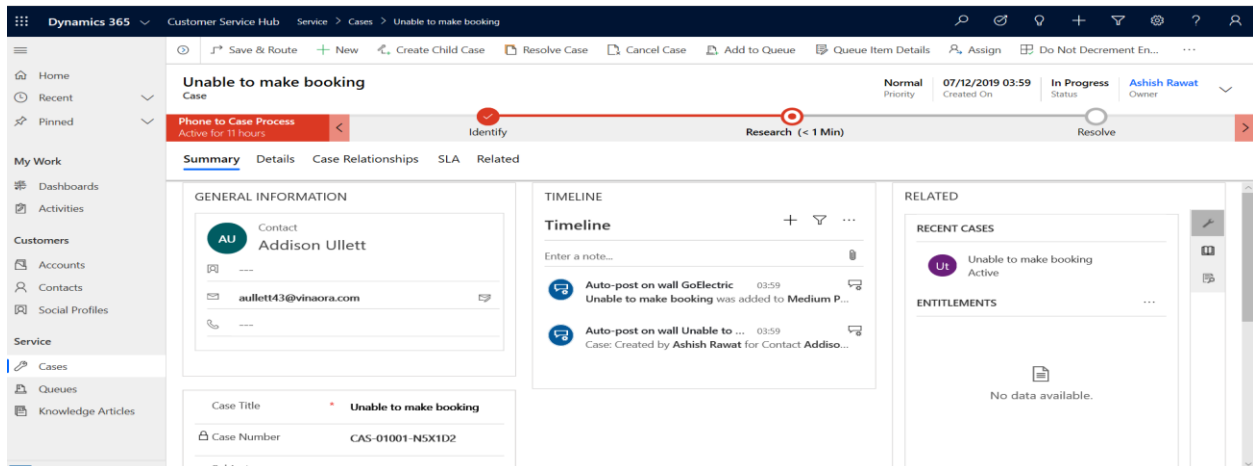


Fig. 1.8

Step 7: Resolved Case

- Cases resolved can be accounted through My Resolved cases view.

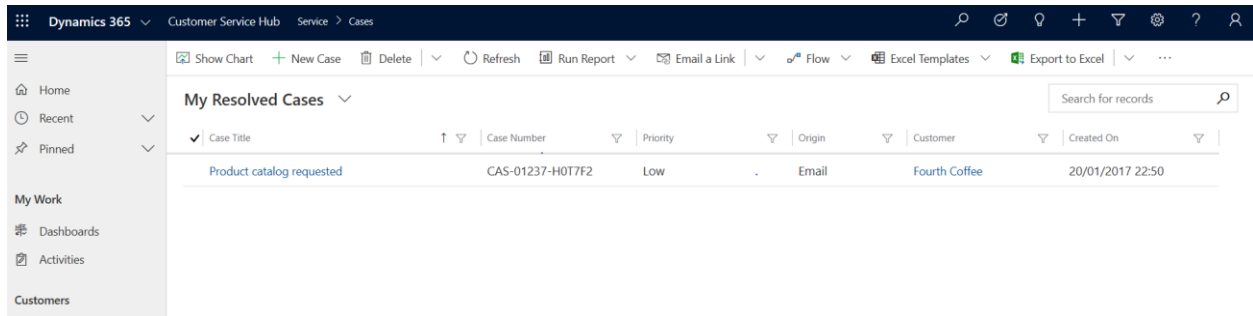


Fig. 1.9

Step 8: Dashboards

- Dashboard provides role wise views of the data. Dashboard in fig. 1.10 presents a Manager view which contain certain necessary fields for his/her role. Like this there are many views of dashboard depending on roles.

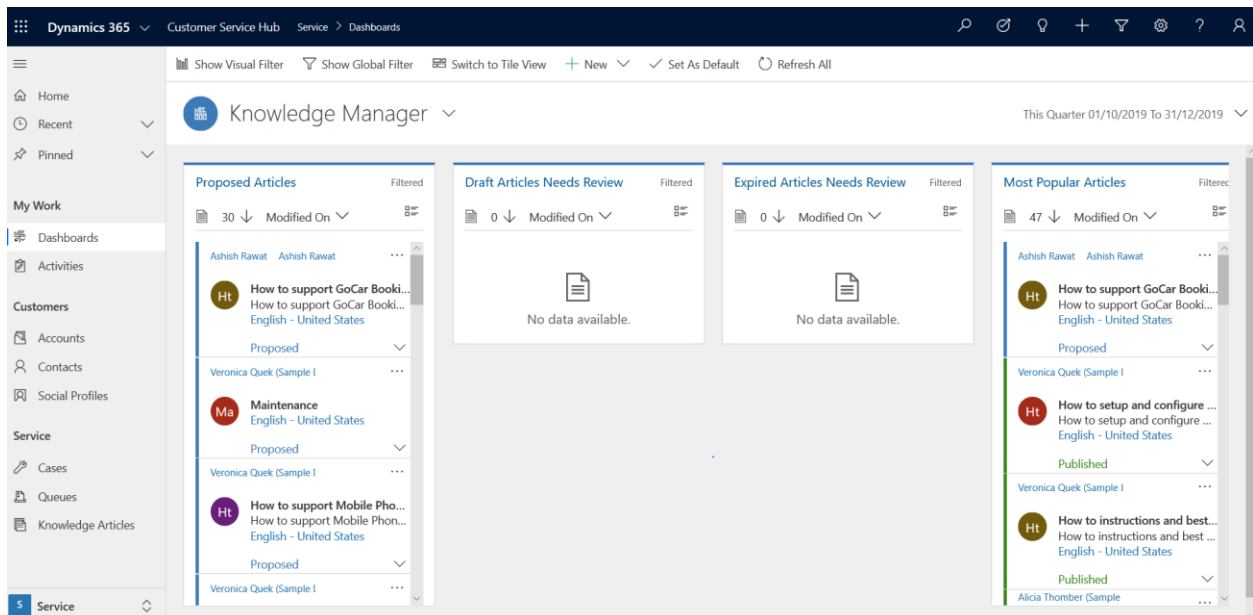


Fig. 1.10

Power BI

Power BI dashboards are incorporated in this solution to visualize the GoCar data in order to present and take actions after analyzing it.

Our Power BI dashboard consists of four pages in the dashboard. It has a main home page, which has links to navigate to other pages in the dashboard. The screenshots of different views of dashboard has been shown below,

1. Revenue Dashboard

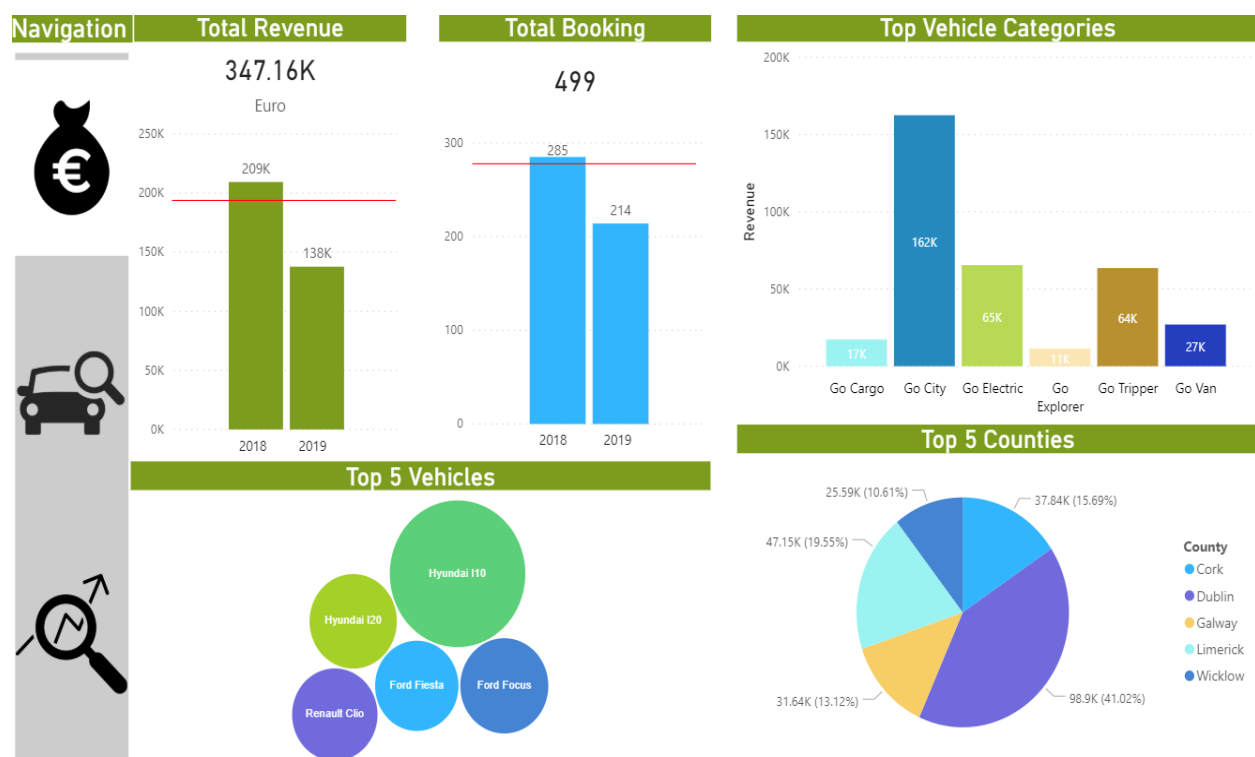


Fig 2.1

The First Dashboard Fig 2.1 is for any high-level authoritative figure in an organization. It is interlinked to other three dashboards, and one can quickly view either Profit, Bookings Summary or Customer Insight. All three are a major part of the GoCar functioning.

We are going to define the Profit column because that's of most important part any organization head would be interested in. Apart from the profit generated, one can look to his/her top vehicle categories, which car is producing how much profit, and which counties generate a major part of the profit. For example, Dublin for one is the highest profit-generating city and Galway, for now, is least. The authoritative figure can then figure out which are the areas need more of his/her attention. And which vehicle is supposed to be provided in that city?

Bookings Dashboard

The second dashboard will talk in particular about the cars. And how GoCar can increase its business by getting insights from this dashboard.

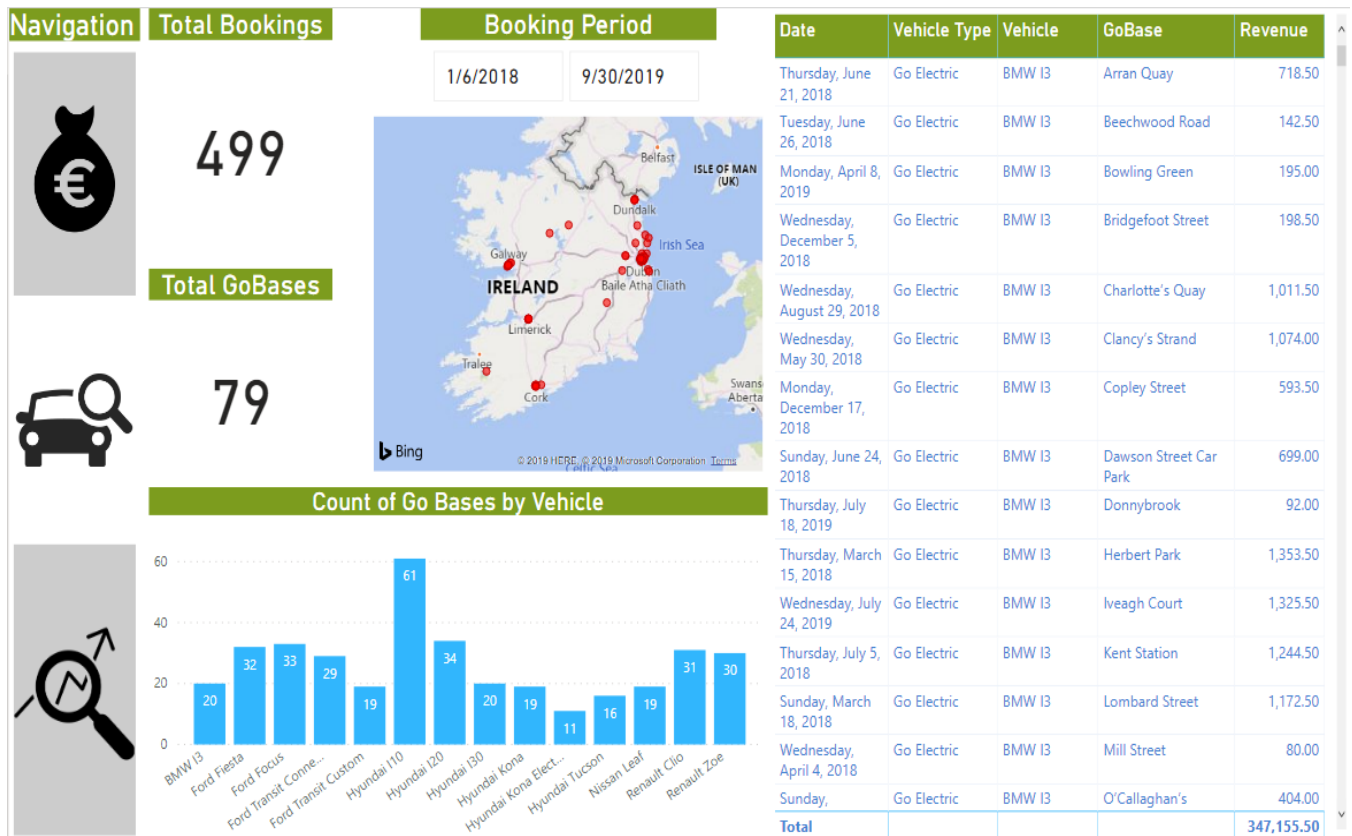


Fig 2.2

The Car table can be used by the manager, as he/she would be interested in knowing the bookings made for any particular GoBase. He can look at which GoCar is parked in which GoBase and how much profit is being generated by that car from that GoBase. Further, he can also know what the duration for which one car is booked and when that car will be available next. After learning from this he can further make changes i.e increase the number of cars if required, increase the number of GoBase as per customer database. Even if there is a downfall in the number of people using the rental service the manager can get a notification for that, he/she can look at the ratings and figure out what is causing the decline in service from that area. To generate more profit the manager can look at the vehicle used most frequently in the table and then according to the market increase the cost of that one particular vehicle.

Customer Insight Dashboard:

The third dashboard talks about the core of any rental service organization i.e the customers. It has been briefly described after Fig 2.3

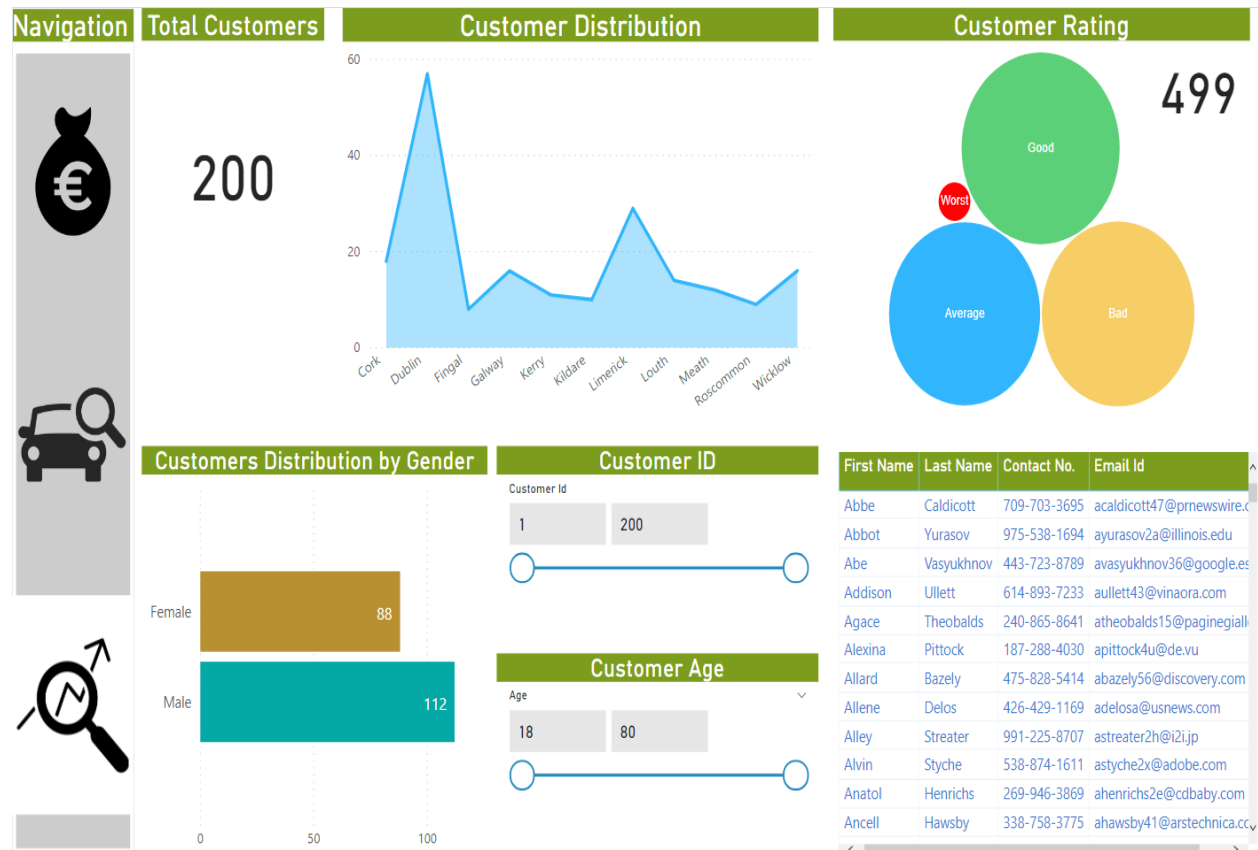


Fig 2.3

The customer dashboard contains customer related details like total number of customers and their personal information, Customer Rating, Customer Distribution by Gender. Total count of customers of Go Car are 200. In Ireland there are total 11 counties where go cars are available. Customer Distribution chart is based on counties and number of customers using the go car. County Dublin has the highest number of customers amongst all the counties and it is 57, while county Fingal has the lowest number of customers and it is only 8. County Roscommon has customer count is greater than just 1 by lowest city customer count i.e 9. Customer count of the county Limerick is almost half of the customer count of Dublin i.e 29. Remaining counties Kildare, Kerry, Louth, Galway, Wicklow and Cork are ranging from 10 to 18 customer count. Galway and Wicklow have same customer count i.e. 16.

Customer Rating chart is showing the clustering for different type of ratings. We have total 499 customer ratings based on the total number of bookings. Customer rating is categorized into four categories as, Good Rating, Average Rating, Bad Rating and Worst Rating. According to this visualization we can say that, 173 rating is good rating while bad count of rating is 7. Count 158 is showing average customer rating,

while 161 is a bad rating of customers. Here, we can say that 70% rating is showing satisfied customer while 30% rating is showing dissatisfied customer.

Customers distribution by gender is showing count of customers in male and female categories. Male customers of Go Car are more than female customers where male count is 112 and female count is 88. Here analysis shows that, male customers are using go car frequently.

Customer id and customer age are the fields where we can select the range of age or ids or any specific age or id. After selecting the age or id, we can able to see visualization only related to specific age or id or both. Customer age is ranging from 18 to 80 years.

The customer table is showing the personal information of each customer. It contains first name, last name, contact number and email id of customers. After selecting the appropriate option of the other fields, the table will display only related customers details.

References

1. GoCar. (2019). GoCar - Irelands #1 Car Sharing Company. [online] Available at: <https://www.gocar.ie/> [Accessed 2 Dec. 2019].
2. McMahon, C. (2016). *Europcar is getting deeper into car-sharing after buying out its Irish franchise*. [online] Fora.ie. Available at: <https://fora.ie/europcar-gocar-ireland-3136291-Dec2016/> [Accessed 4 Dec. 2019].