Driving Customer Satisfaction:

RENT A CAR shifts Digital Transformation with new Customer 360 View

" *Informatica MDM gives us a 360-degree view of each customer's journey and helps turn our knowledge of customers into a competitive advantage.*"

Damien Tampe
CTO
RENT A CAR

Goals	Solution	Results
Build digital trust with customers while offering new app-driven, self-service options for vehicle rentals	Understand customers better, their preferences and history to make a more personalized rental process for customers	Helps build digital trust with customers for a competitive advantage
Support new business initiatives around mobility and dynamic rental pricing	Solution will help RENT A CAR be best positioned to address the connected cars initiative and to fight against fraud or recovery of stolen cars	Enables RENT A CAR to thrive in the digital world and launch innovative new startups to meet business needs
Prepare for upcoming industry disruptions such as connected cars and vehicle analytics	Provide field agents access to rich customer data in a self-service fashion to ensure they welcome customers, whether they are new or returning, in a personalized way	Positions the company to be a leader in connected cars and use data to fight fraud and find stolen vehicles

RENT A CAR is a leading auto rental company in France, with €138 million in annual revenues. Despite an influx of new players emerging in the auto rental business, RENT A CAR has successfully grown its market share, doubling annual revenue over the past six years. To continue its success and stay ahead of competitors, the company understands the need for a data-driven digital transformation to provide seamless, omnichannel customer experiences and build digital trust with customers. This goal can only be achieved with an end-to-end view of customer information.

"Once we really know the customer, including his or her rental preferences and history, we are able to make the rental process much easier," says Damien Tampe, CTO of RENT A CAR. "We want to give our field agents the information they need to welcome all customers, whether they are new or returning, in a personalized way."

Today, rental customers must travel to a RENT A CAR point-of-sale station, where a service agent greets them and shows them to their vehicles. As part of its digital transformation, RENT A CAR wants to provide customers with a self-service app that will direct them to the car parked in the lot and unlock it. However, in the absence of a customer service agent, RENT A CAR must find new ways to establish trust through the app.

RENT A CAR also created a startup studio in which it incubates innovative startups for a year, becoming the startup's first customer for emerging technologies. This strategy is helping RENT A CAR create new solutions in the areas of mobility and dynamic rental pricing, but it also requires deep knowledge of customers. The company needed to provide the startups with a single view of customer data or risk the "spaghetti architecture" and service impacts that would inevitably occur if startups built their own customer databases. It also wanted to prepare for upcoming industry disruptions such as connected cars and vehicle analytics.

"To build digital trust with our customers, support new business initiatives, and prepare for future market disruptions, we needed a Master Data Management system so we could better understand the customer data we have today," says Tampe.

Turning customer data into competitive advantage

After evaluating various solutions, RENT A CAR chose Informatica Master Data Management to master its customer domain and integrate customer and contract data from its legacy ERP and e-commerce platforms.

"Informatica offers the best MDM platform out there today," says Tampe. "We chose Informatica MDM because we were able to customize it to fit our exact business needs without relying on external integrators. We also spoke with other Informatica customers, and we liked what they told us about the ease-of-use and flexibility of the platform."

For fast time to value, RENT A CAR engaged Informatica Professional Services to deploy the solution. "With Informatica Professional Services, we were able to quickly access the skills we needed for a seamless deployment, which was a great help to us," says Tampe.

Every system, including the three startups that RENT A CAR is currently incubating, now uses the same golden customer record in Informatica MDM. Free from disparate, duplicate, and conflicting information sources, RENT A CAR can accelerate its digital transformation and realize its business goals faster.

"Informatica MDM gives us a 360-degree view of each customer's journey and helps turn our knowledge of customers into a competitive advantage," says Tampe. "We can also provide trusted data to all of our startups, helping them build innovative solutions to meet our emerging business needs."

Preparing for a bigger revolution

Today, Informatica MDM is helping RENT A CAR create better customer experiences. Tomorrow, it will help position the company to be a leader in connected cars and vehicle analytics, which will bring sweeping changes to the transportation industry.

"We have a bigger revolution coming with connected cars sending us data that we can use to fight against fraud or recover stolen vehicles," says Tampe. "With Informatica MDM, we built a solution that enables us to evolve quickly and work in an agile way. Whatever the business needs from a data perspective, we'll be able to provide it."

Inside The Solution:

- Informatica Master Data Management

- Informatica Professional Services

"*With Informatica MDM, we built a solution that enables us to evolve quickly and work in an agile way. Whatever the business needs from a data perspective, we'll be able to provide it.*"

Damien Tampe
CTO
RENT A CAR

Informatica