

Hertz

Hertz Puts Their Customers In The Driver's Seat

Hertz, and its additional car rental brands, operate in more than 11,000 corporate and licensee locations throughout 100 countries. Hertz is the largest worldwide airport general-use car rental company with more than 11,700 airport locations in the U.S. and more than 1,300 airport locations internationally. But they are also a company greatly focused on their customer satisfaction.

While the voice of the customer has always been important to Hertz, in 2011 they realized that to truly incorporate the voice of the customer into their organization they needed a plan. So Hertz began the process of implementing a voice of the customer solution, a Fuel Cycle online community. Launched in 2011, the "Hertz Hub" is a private forum where they are able to build customer loyalty in an authentic way by listening to the 'voice of the customer'. Through ongoing engagement, Hertz is able to tap into customer opinions in real-time. From the community they are able to glean insights to help make better, timely, and actionable business decisions.

The Challenge

- Interact & educate Hertz customer in a private, invitation online community.
- Connect with customers in real-time to provide actionable insights to help Hertz make better, more timely business decisions.
- Help build loyalty in an authentic way by listening to the "voice of the customer".

"I like being able to give my feedback. It gives me the feeling that I am helping to influence the experience I might have in the future."

"Fantastic, great to feel part of a community that can make a real difference in the rental experience."

"Excellent - I like hearing what others are experiencing and offer my opinion - never know what dreams may come true!"

The Approach

Hertz wanted a solution that would serve many different departments of the company, such as Product Management, Consumer Insights & Experience, Brand Marketing, etc. With Fuel Cycle, Hertz is able to quickly and easily provide insights and power innovation projects for each department.

Today, Hertz engages with consumers in the US and UK and from them has received opinions and feedback on numerous projects, and countless ideas from their members. Since the start of the community they run about 4 activities a month and utilized the results in their strategic business decisions. Everything from the cars in their Fleets, to tweaks on the Never Lost system, Hertz listens to their customer's needs, wants and ideas and implements To make a better overall brand and customer experience.

The Solution

The community serves not just as a research tool but also a way to push questions and activities out to their consumer, to drive continued engagement. Activities allow members to:

- Get a first look at new program ideas and have direct impact on their future
- Share their opinions about upcoming advertising campaigns, website features and new car collections.
- Experience exclusive opportunities to interact with hertz decision makers.
- Exchange travel tips with other Hub members
- Earn exclusive rewards for participating

The Results

- Direction on fleet – customer guidance on which Hertz member wanted to rent
- More than doubled the increase of Millennial input and membership
- Rapid turnaround of insight and innovation projects – project request can be handled quickly and insights gathered in real-time
- Tens of thousands in research savings – Hertz is able to conduct multiple studies for various departments all in one place.

Tips for Success From Hertz

- Have enough resources to put behind your community – a community and your members need to care and need to be paid attention to.
- It's important to have a corporate culture that supports Voice of the Customer initiatives and socialize the community within the organization
- Keep it fresh, variety within the community keeps engagement higher. For Hertz, a way to keep content fresh and new is to involve other departments.