

Case Study: Hertz Car Rental Company



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Hertz

Customer Satisfaction Soars when Car Rental Company implements an "Instant Return" WLAN

The Challenge

Hertz, a wholly-owned subsidiary of the Ford Motor Company, is the largest car rental company in the world, providing service for 80 years. The company operates approximately 1,900 locations in the U.S. alone.

The Hertz Corporation had a problem. Rental returns at their facilities across the U.S. were taking far too long, angering customers with flights to catch, and ultimately costing the company return business. The mass of paperwork that had to be manually entered on a daily basis was getting out of control. In addition, returned vehicles would be on the premises for hours before being able to be turned around and re-rented. Hertz needed a real-time solution to help improve its rental return process.

The Solution

After a long period of evaluation, a hardware solution was chosen. The system would be dubbed "Instant Return," and would be deployed throughout the United States. Psion Teklogix' Network Services, a dedicated team of wireless local area network (WLAN) professionals, was chosen to implement the large and complex system, and ensure integration with Hertz headquarters in Oklahoma City.

The team had many challenges to overcome. Firstly, the Hertz locations were spread across the country. Secondly, the environment at each location had to be assessed in order to ensure coverage and throughput. Some locations were simple outdoor return lots, but had to connect to an office thousands of feet away. Some locations were inside parking garages, presenting a unique coverage challenge. Thirdly, most locations were located on airport premises, where RF systems are subject to governance by the Federal Aviation Administration. In many cases, the ideal location for an RF access point and antenna was not an option. Lastly, in almost all cases, the hardware had to be installed so that it was not visible to the customer. When antennas had to be present in customer-facing areas, they had to be aesthetically pleasing, and unobtrusive.

The system had to operate at facilities nationwide, with each individual location connecting to the headquarters in Oklahoma City.

The Benefits

The project was quoted on a fixed price basis, so that Hertz could properly plan for the rollout of additional sites. Psion Teklogix completed the project on time and on budget.

As expected, the new system improved productivity and cut costs. More importantly, customer satisfaction soared, ultimately delivering increased revenue. Hertz continues to lead the industry in customer service and satisfaction, and the "Instant Return" WLAN implemented by the Psion Teklogix Network Services team is an important component.