Fast Lane for thousands of requests thanks to Glassix

Ariel Keshir, director of data communication and information security, in charge of call centers at Hertz, tell us a little about the company?

„Hertz is the largest car rental corporation in the world, operating in 170 countries and servicing over 11,500 rental stations, including the Dollar and Thrifty brands.

What led you to look for an omnichannel communication solution for the company's call centers?

In recent years, we have witnessed a growing demand among customers to receive service through digital channels, especially WhatsApp. This is especially true among young customers, who live in the digital world - on WhatsApp, Facebook, Messenger and other digital channels. As a result, we decided to provide service to the company's customers through these digital channels, in addition to the usual telephone service.

What was the reason you decided to go with Glassix for your digital solution?

Once we were presented with the system and saw a demo of Glassix, it created a great deal of confidence in the system's ability to meet our strict requirements when it comes to providing service to customers digitally.

We realized that this is the right system for us both from the richness of its features and the flexibility it offered us as well as the simplicity of implementation. We decided to move to Proof-of-Concept, which reinforced everything we saw in the demo, and even more. Right after the proof-of-concept the support team implemented the system and we were live in no-time.

How did customers receive the digital service?

Great! Immediately after the system went live, we saw

a massive transition of customers who began to use our various services via WhatsApp and email instead of by phone. Soon after, we put a Glassix webchat on the company's website, and people started renting cars and getting full service on the digital channels. The transition was quick and seamless, and today a significant percentage of our contacts are made digitally and not over the phone.

Actually, we never imagined that the number of interactions on digital channels would be so high. We started with 10 digital representatives, and in a short time we expanded to dozens of digital representatives because the number of digital contacts was huge. The system was initially implemented in the service center, and quickly expanded to the company's order center. Today, we respond to several hundreds of inquiries daily through digital channels, including international contacts, of people who need service, even road service, and who use WhatsApp and not their phone.

It is important to note that since many representatives now work from home as a result of the Corona pandemic, and connect to the system remotely, the service to the customers was not compromised for a moment, and we received excellent feedback from our clients.

The implementation of Glassix's web chat and bot has also contributed significantly to the customer experience. Our customers can perform a wide range of activities through the bot, without needing a human representative. This allows us to service hundreds of thousands of callers with unprecedented efficiency.

Can you tell me about the Glassix integration with your ERP system?

Certainly, this is a significant step that has enabled us to automate many different business and operational

glassix@consist.de
www.consist.de/glassix-en

processes, thereby streamlining intra-organizational processes and also providing customers with an innovative and advanced customer experience.

What about plans for the future?

We have formulated a vision for the future regarding the way in which Hertz wants to provide a digital service. We plan, for example, to extend the use of the system to the legal department, so that, for example, a customer whose vehicle was involved in an accident will be able to manage the entire process with the department via Glassix, from their smartphone. This will allow the customer to send photos on WhatsApp and other channels, fill out and sign digital documents on a smartphone, and more. Thus, all the information will flow to the legal department and others through the system, with full documentation and concentration of all calls and information - photos, videos, forms and more.

Is there anything else you would like to add?

Definitely. In addition to the system's capabilities and the super professional application and support of the team, Glassix exposed us to innovative working methods in the world of digital centers. It is also important for me to note that the beauty of Glassix lies in the simplicity and ease of working with it - thanks to the user interface design, the very user-friendly environment, with indicators and icons that show the representatives where each call is coming from. It greatly simplifies their work. In conclusion, we feel that we are growing together with Glassix, and we know, whenever there is new functionality in the system, we will be the first to implement and use it. This is a real partnership, and we are proud to be the leading car rental company in the field of digital customer service, and we thank Glassix for the professionalism and service!