

## BACKGROUND



With more than 8,100 rental outlets in more than 150 countries worldwide, Hertz is a leader in the car rental business. The company rents vehicles on a daily, weekly or monthly basis at airports, in tourism offices, at train stations and in vacation areas. The reservation lines take roughly 40 million calls per year, and processes approximately 30 million reservations.

## CHALLENGES

The headquarters of Hertz Autovermietung GmbH formerly had a reception area with two employees, which simultaneously served as a telephone exchange. Since there were no end consumers among the visitors, and since the volume of visitors was low, Hertz began looking for an efficient solution. The company wanted to increase the capacity of the telephone exchange, while minimizing calls on hold and costs for the switchboard service.

In line with the motto: “go the whole nine yards!”, a solution had to be found for the “reception problem”. The idea was that callers, as well as visitors, were to be automatically directed to their intended contact partner.

## SOLUTION

The solution lay in a combination of the **Clarity Contact Manager** with a speech portal and a self service check-in. Callers are now greeted by a friendly voice in the virtual Contact Manager, and asked to name the desired call recipient or department. They are then automatically redirected. If the desired partner is not available, the caller has the ability to leave a message.

All parameters, such as responsibilities, office hours, cell phone numbers and alternative contacts are stored in the system, so that it always makes the right connection. Every employee can conveniently enter their own individual information via a web interface. The system operates using the most natural medium in the world: the spoken word!





## RESULT

Immediately upon implementation, 80 percent of calls were successfully redirected by the system. An analysis of the remaining 20 percent made clear: these were price and reservation inquiries, insurance questions, as well as “general” information requests, for which the staff at the headquarters had no responsibility for the most part.

A speech portal was therefore added. This means, calls that could not be redirected by the **Contact Manager** are now forwarded to the portal. The callers notice none of this. Just as they were asked for the name of their desired contact partner, they are now asked about the subject of the call, and may choose to be connected with one of three service departments or an operator. The selection can be made either using the pushbuttons on the telephone or via speech commands. This measure increased the connection rate to 95 percent – in other words: only 5% of callers – namely, those with special requests or questions – must be manually redirected today.

And what about the visitors? They have the ability, much like with a computerized check-in terminal at the airport, to print out their own visitors pass and use a special telephone to inform their contact that they have arrived. Of course, here as well, the **Contact Manager** directs their call where it needs to go.

Through installation of the virtual telephone exchange, Hertz was able to significantly improve phone access to its headquarters. Now, up to eight calls can be handled simultaneously. The costs, not only for the implementation of the **Clarity Contact Manager**, but also for the required changes to the building, were recovered within 1.2 years. Callers and visitors are still served with the accustomed friendliness. With only a word or the push of a button, they are connected with their desired meeting or contact partner. As easy as ABC!

## CONTACT

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