



## Hertz

# Hertz chose the Orange IoT connectivity solution to accelerate deployment of its innovative car sharing service across Europe

“ We are constantly evolving as a business to reflect the changing demands of our customers. ”

Fabrice Genty  
Senior Director, Car Sharing Operations  
Hertz

### Highlights

- Hertz is a leading global car and van rental provider
- They wanted to accelerate deployment of the new Hertz 24/7 keyless car sharing service
- The Orange IoT solution uses embedded SIM cards in vehicles to monitor location and enable voice services to the Hertz contact center
- Hertz 24/7 is being rolled out across seven European countries using digital technology to simplify the booking system and service management, cutting costs and enhancing the customer experience



**3**  
rental brands



**9,700**  
locations across  
the globe



**1st**  
U.S. coast-to-  
coast car rental  
network



Business  
Services



## Issues and challenges

Hertz is a leading global car and van rental provider managing approximately 30 million bookings per year in 140 countries with over 29,000 employees worldwide.

The company's European operation recently launched Hertz 24/7, a new "keyless car" sharing service for businesses and sold through retail partnerships, that enables customers to rent vehicles by the hour using phone or app without visiting a Hertz office. Hertz 24/7 is designed to simplify the booking process, cut costs and offer a differentiated customer service.

### The objective

To accelerate deployment of Hertz 24/7 across Europe.

## The Orange Business Services solution

- Orange global centralized IoT connectivity management platform across seven European countries: Belgium, France, Germany, Italy, Netherlands, Spain and the UK
- Management of all Hertz affiliates in Europe via a SPoC with continuous technical and commercial support
- Voice services from each vehicle to the Hertz contact center
- Project, service and end-to-end logistics management

## The benefits

The Orange Business Services solution has enabled Hertz to meet its goal of utilizing digital technology to innovate customer services.

- Service differentiation through technology-enabled fleets
- Enhanced customer experience
- Ability for each country to purchase its own SIM cards within a global framework
- Simplified management
- Increased agility to deliver new market-leading vehicle services

## The results

- Simplified booking system resulting in lower costs
- Increased clarity of SIM card purchases
- Secure, reliable management of thousands of SIM cards
- Future-proof, scalable solution

“ Our partnership with Orange Business Services is an ideal step for us as we embrace the future and take on new digital technologies that improve customer service. ”

For more information about Orange Business Services, visit [www.orange-business.com](http://www.orange-business.com)

For more information about Hertz, visit [www.hertz.com](http://www.hertz.com)



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