



Rentalcars.com goes further with Calabrio in 24 hour multi-lingual contact centre.

Rentalcars.com is the world's largest online car rental service, arranging over 7.5 million rentals a year in over 49,000 locations worldwide. With customers in 169 countries, the company has a truly global user base, which is supported through a website available in 40 languages and multiple currencies.

As part of the Priceline Group (Nasdaq:PCLN), Rentalcars.com is one of six primary brands in the world's leading travel group, which also includes Booking.com, Priceline.com, Agoda.com, KAYAK and OpenTable.

WORKFORCE EFFICIENCY IS CRITICAL TO OFFERING A NON-STOP, MULTILINGUAL SERVICE

Rentalcars.com is proud of its ability to deliver excellent value for money as well as exceptional service. It provides customers with easy access, through just one company, to a global network of car hire services at the lowest possible prices. Making this possible relies on an efficient contact centre and the latest workforce management technology from Calabrio to create effective but flexible work schedules for 800 sales and customer service advisors.

Customers can contact the Rentalcars.com International Customer Service Centre 7 days a week from anywhere in the world, either by traditional telephone, email or web chat.

Rentalcars.com At A Glance

COMPANY

Rentalcars.com

INDUSTRY

Transportation

PRODUCTS USED

Calabrio WFM

THE CHALLENGE

The time had come for Rentalcars.com to seek a more flexible, automated solution from a like-minded technology partner.

THE SOLUTION

Calabrio offered the best package combining technical scalability with a dynamic attitude.

Rentalcars.com goes further with Calabrio in 24 hour multi-lingual contact centre.

The organisation's busy contact centre, based in Manchester, is open 24 hours Monday through Sunday for the most commonly spoken languages, namely English, Spanish and Portuguese and between 8am until 10pm Monday through Sunday for other languages. 800 Rentalcars.com advisors, 85% of whom work full-time, typically handle 12,000 calls every day with an average call handling time of around seven or eight minutes. In addition, the same staff are also tasked with responding to queries in both email and live chat channels. The Sales division responds to customer quote inquiries that come in via the company's website; the Customer Service department deals with pre-departure calls whilst all post-rental queries are handled by the organization's Customer Relations team.

GROWING BUSINESS NEEDS FLEXIBLE SOLUTION AND RIGHT CULTURAL FIT

Prior to implementing Calabrio, spreadsheets were used to produce work schedules for what were then around 130 people. According to Mark Simon, Head of Resource Planning at Rentalcars.com, "Before introducing Calabrio's workforce management software, it could take four days of intensive manpower to schedule work for just 130 people and making changes was a clumsy, cumbersome process. As our business grew, so did the number of advisors required to support our contact centre. The situation was compounded by the complexity involved in managing multiple multilingual workgroups plus a mix of full-time and part-time employees who are tasked with handling the usual seasonal peaks and troughs associated with our industry. The time had come to seek a more flexible, automated solution from a like-minded technology partner. After evaluating the marketplace, we found Calabrio offered the best package combining technical scalability with a dynamic attitude."

PLUGGING KNOWLEDGE AND RESOURCE GAPS IN A COMPLEX, SEASONAL BUSINESS

Rentalcars.com is a highly seasonal business where the majority of activity takes place during a short, 8–10 week summer period. The situation is further exacerbated by the fact that the car

rental business demands in-depth knowledge and experience. This means that finding the right temporary people with the expertise and language skills for short periods of time can be difficult and expensive. To deliver outstanding consistency in customer experience, Rentalcars.com prefers to rely on its experienced staff to work additional hours; however, this is only made possible because of the accuracy and flexibility of Calabrio.

EMPLOYEE EMPOWERMENT IN ACTION

Today, six people from the dedicated resource team at Rentalcars.com depend on Calabrio to create efficient work schedules for over 800 advisors, managers and support staff. Mark Simon added, "The automation provided by the Calabrio system puts our resource planning team in control of scheduling and gives the contact centre managers complete visibility of their operations. At the same time, agents enjoy the luxury of seeing their shifts well in advance. The addition of the MyTime portal is a real added bonus giving a predominantly young workforce the ability to plan their lives. At a glance and with the click of a mouse or using their own mobile devices, advisors can access their work schedules or make holiday requests wherever they are. What is more, notifications and changes are automatically updated and often reported back to advisors instantly—true employee empowerment in action!"

AUTOMATED WORKFORCE MANAGEMENT REALISES TANGIBLE BENEFITS

Since deploying Calabrio, Rentalcars.com has realised a series of tangible benefits as Mark Simon explains, "Making a doctor's appointment or last-minute changes to childcare is now so much easier and has gone a long way to striking that all important work/life balance for our busy advisors."

The benefits have been particularly noticeable since introducing the latest version of Calabrio which has saved inordinate amounts of scheduling time. Automation has dramatically increased turn-around times for absence requests, typically five working days for periods during non-published work schedules and only four hours for absences requested in the next 48 hours.

"The time had come to seek a more flexible, automated solution from a like-minded technology partner. After evaluating the marketplace, we found Calabrio offered the best package combining technical scalability with a dynamic attitude."

—MARK SIMON, HEAD OF RESOURCE PLANNING

Rentalcars.com goes further with Calabrio in 24 hour multi-lingual contact centre.

INTO THE FUTURE: NEW OFFICE DESIGN REFLECTS FORWARD-THINKING APPROACH TO PEOPLE

Rentalcars.com refurbishment of its International Customer Service Centre at the famous Art Deco Sunlight House building near the corner of Quay Street and Deansgate in Manchester. The innovative interior design focuses on the theme “our people and our home” and reflects the company’s progressive, forward-thinking approach to nurturing its staff, a diverse workforce of 80 nationalities speaking 40 languages.

Showcasing major highlights in Manchester’s history and Mancunian culture, the 5-floor refurbishment has been designed to foster a relaxed, inclusive atmosphere with many meeting places and ‘chill out’ spaces that encourages a positive and inspiring work environment. As a result, in the first few months alone, Rentalcars.com saw employee retention rates increase by 20% during the critical induction period.

CALABRIO DEPLOYMENT SHIFTS UP A GEAR

Similarly, the Calabrio implementation has been equally successful, thanks in part to the helpful, collaborative approach of the team and their willingness to try out new ideas. Next on the horizon is further developing the real-time aspect of data capture and analysis and introducing gamification to improve performance and customer satisfaction scores.

“The MyTime portal is a real added bonus giving a predominantly young workforce the ability to plan their lives. Agents enjoy the luxury of seeing their shifts well in advance and notifications & changes are automatically updated—true employee empowerment in action!”

—MARK SIMON, HEAD OF RESOURCE PLANNING



Rentalcars.com goes further with Calabrio in 24 hour multi-lingual contact centre.



THE RESULTS SO FAR

Using Calabrio, Rentalcars.com effortlessly produces effective, flexible work schedules for over 800 people and manages seasonal peaks and troughs from one single integrated system running on Mitel. The introduction of the web-based Calabrio MyTime agent tool at the end of 2015 has increased employee empowerment and enabled faster response to advisors' absence requests.

WHY CALABRIO?

Mark Simon concluded, "Like our new interiors, Calabrio offers huge scope for flexibility and has the capacity to grow as our business grows. What is more, the Calabrio team shares the same agile, dynamic approach to business. Calabrio has encouraged consistent ways of working, essential when operating a global contact centre. The technology gives us the confidence and day-to-day ability to manage our diverse community of multiple divisions, cultures and languages. We can now join them together in a truly cohesive way that puts everyone on the same page, all focused on the same end goal: great value for money and great customer service."

ABOUT RENTALCARS.COM

Rentalcars.com is the world's biggest online car rental service, with over 49,000 locations in 169 countries. Working with the planet's leading suppliers, to offer consumers the best prices on all car types, including luxury cars, people carriers, minivans and automatic cars. Rentalcars.com offers support from their multilingual call centre that is open 24 hours a day, 7 days a week and speaking over 40 languages.

Rentalcars.com is part of the Priceline Group [NASDAQ: PCLN], the world leader in online travel, which serves consumers and partners through six primary brands – Booking.com, priceline.com, Agoda.com, KAYAK, Rentalcars.com and OpenTable. For more information, visit www.PricelineGroup.com

Learn more about Calabrio WFM.

VISIT CALABRIO.COM TODAY.