



Rentalcars.com

# Understanding the Business Traveller

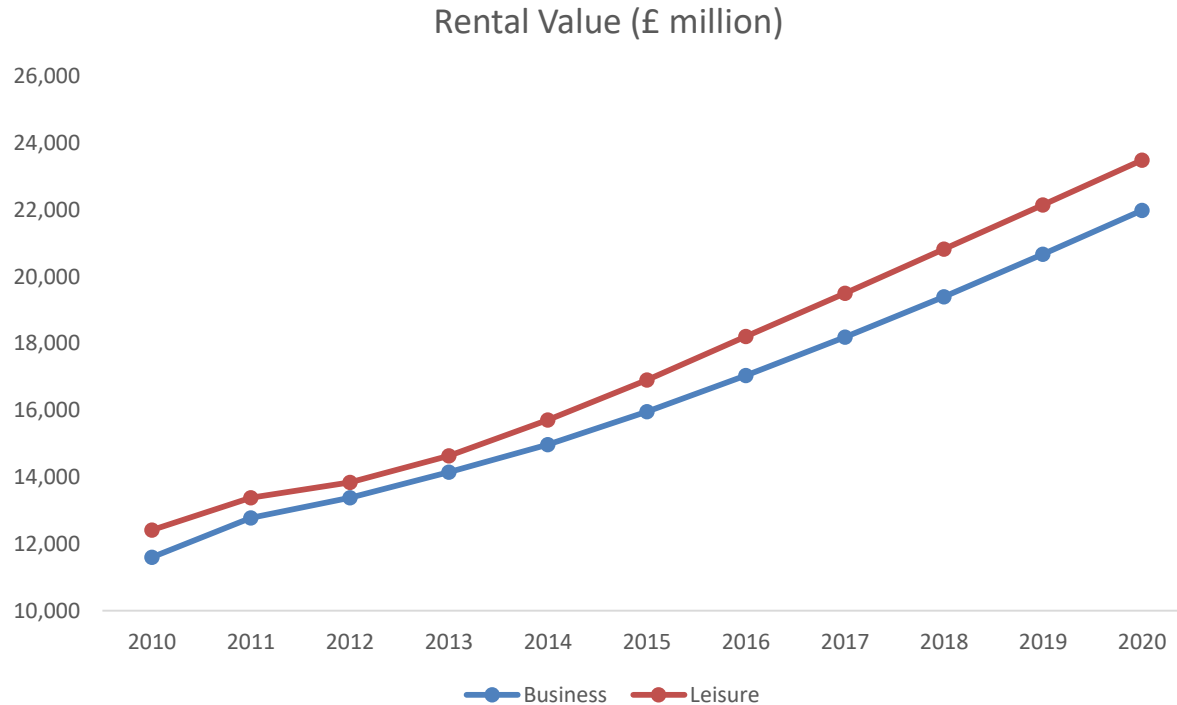
Isabel Williams  
September 17



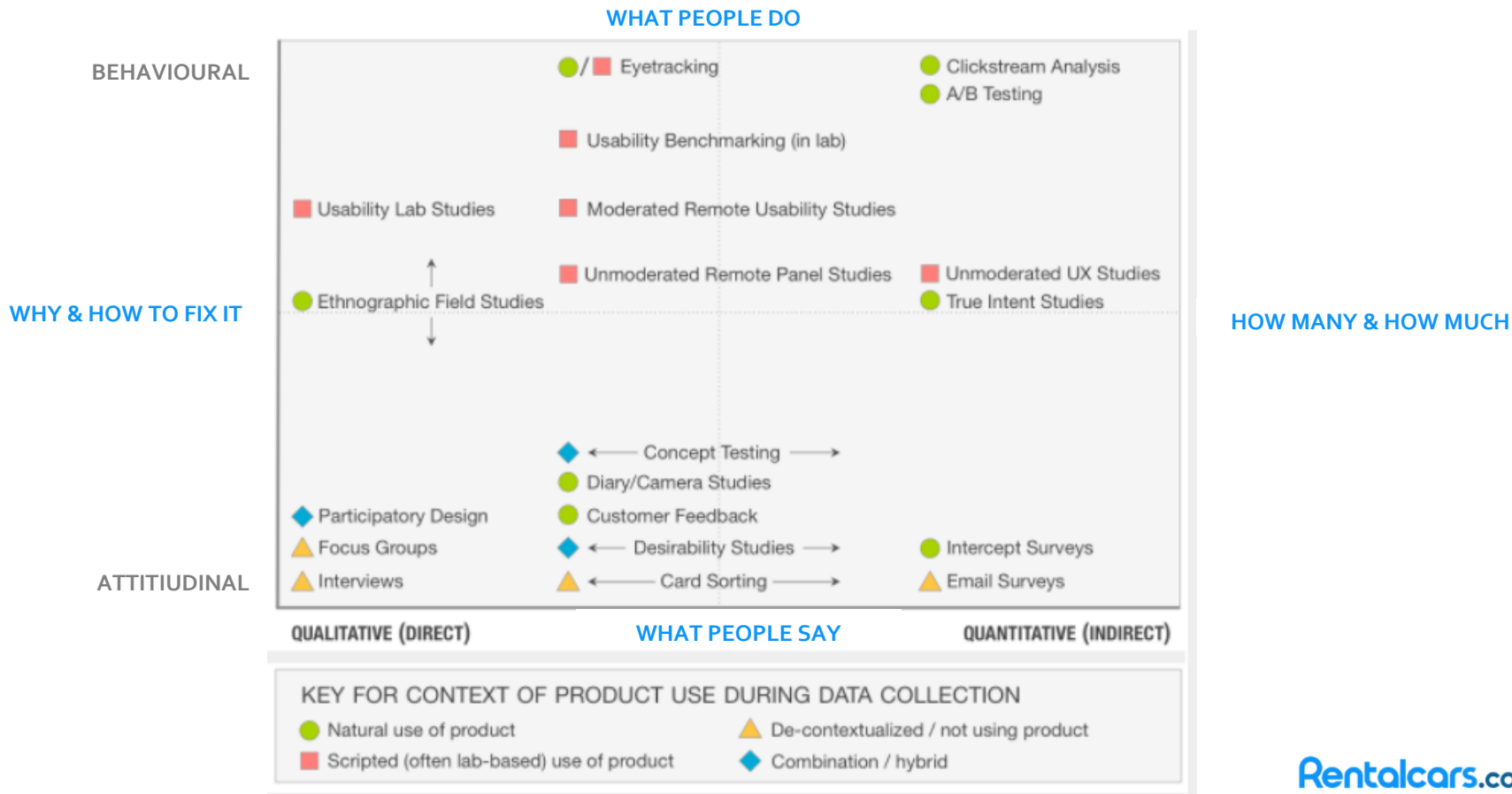
**Empowering people to discover and do  
more**



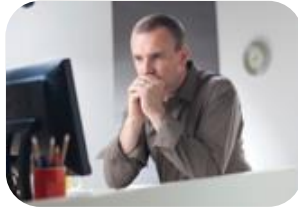
# The opportunity in business car hire is huge



# A Landscape of User Research Methods



# Booking business...is different to a holiday experience



## Business booking

Efficiency is key - not time that can be billed

At the mercy of changing project dates

Majority are restricted by budget/guidelines but certain criteria are essential



Relief when everything is booked ...  
Back to work



## Holiday booking

A pastime in its own right ...

Typically flexible on dates – that are then protected

Desire to maximise key time off – ensure personal money is well spent

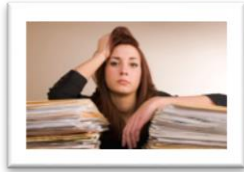


Delighted and excited ...  
the trip planning can start!





# There are 3 types of 'customers' to consider, they share common needs, but also have specific needs and wants



## Book only

- Book quickly, minimise admin
- Faith that the traveller is in good hands
- That there won't be any loose-ends post-trip
- That they can build up a relationship with a service that knows what they need



## Book and travel

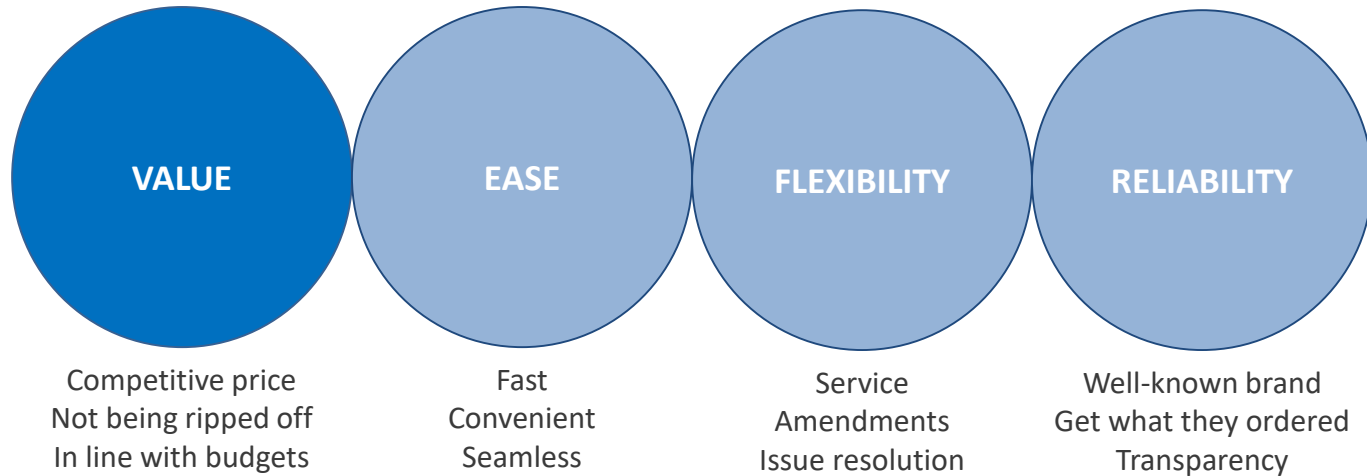
- Confidence that they have everything to hand before they hit the road
- That they pick up the right car quickly and without hitting any hold-ups or issues
- To be able to focus on the purpose of the trip
- To be able to process payments quickly on return



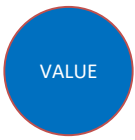
## Travel only

- Confidence ahead of travelling that they have everything they need
- Smooth pick-up and use of the car, with no issues
- To be able to focus on the purpose of the trip
- Often budget controller, they want to know that they are getting a good price

**Business customers look to get a great deal, but on balance most are more motivated by trust and having peace of mind than price**



# Many tend to compare prices before deciding, and are experienced enough to look for the 'total' not headline cost



*"if I see a car is £50 cheaper, but doesn't allow me to claim VAT I could be losing out by £70 so it's not the best total cost"*

Booker and traveller, UK





They typically know what they're looking for, and they want to book confidently, quickly and easily

EASE



*"I've got a million things to do and my boss often asks me to book her car last minute so I just need to get it done and feel confident that it's a good price she'll approve"*

Booker only, Spain



# Flexibility is essential, its key to know that any issues can be resolved ... and quickly

FLEXIBILITY



*"You never know what's going to happen so you try and go with the option that makes you feel confident if anything does go wrong you're in good hands."*

Booker / traveller, UK



Business bookers and travellers are particularly risk averse and sensitive to real or perceived issues

RELIABILITY



# Business customers want services they can rely on, trust and transparency are key in driving choices

RELIABILITY

The screenshot shows the Rentalcars.com homepage. At the top, there's a navigation bar with 'British Pound', 'English', 'Manage booking', and 'Sign in' (with a red notification bubble). Below this is a large banner with the text 'Car Hire – Search, Compare & Save' and 'Compare 900 companies at over 50,000 locations'. On the left, there's a yellow search box titled 'Search for Car Hire'. It contains fields for 'Pick-up Location' (with a placeholder 'city, airport, station, region, district...'), a checkbox for 'Drop car off at different location', 'Pick-up Date' (Sat 16 Sep 2017) and 'Drop-off Date' (Tue 19 Sep 2017) with time selectors (10:00), a checkbox for 'Driver aged between 30 – 65?', a 'Purpose of rental (optional)' dropdown (with 'Business' and 'Leisure' options), and a list of benefits: 'No credit card fees', 'No amendment fees', and '24/7 phone support'. A green 'Search' button is at the bottom right of the search box. To the right of the search box, there's a section titled 'Rentalcars.com connects you to the biggest brands in car hire.' featuring logos for Hertz, Avis, Europcar, Alamo, Budget, Enterprise, Dollar, and Thrifty. Below this is a 'Sign In, Book, Win!' promotion for September, with a 'Sign in' button.

*“I do like to see specific brands listed when shopping it gives me more confidence that the broker site is reputable. “*

Booker only, UK

*“It’s really important that the car I book, is the car I get”*

Booker / traveller, UK



# There are a range of frustrations around financial processes, which start at booking and can lead to chasing loose ends



## Costs

- Costs breakdown
- Add-on charges clearly noted e.g. GPS, airport fees
- Insurance fees

## Billing and payment

- Great payment options
- Easy use of corporate accounts
- Invoices need to be punctual and digitally available

## Accounting

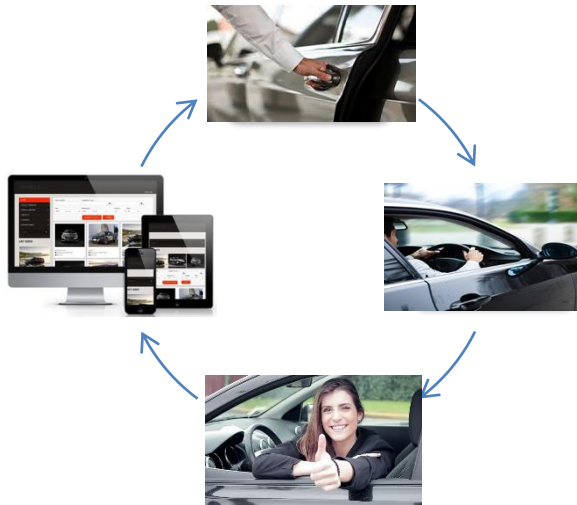
- Invoicing history through account
- Ability to manage and track budgets
- Work with other systems
- Currency exchange breakdown



# While a successful booking and trip is more about things running smoothly... there are some moments of delight

*"I booked a Polo category, but received a Golf category. Upgrades are always great. They make me happy."*

Booker / Traveller, DE



*"I remember once when I arrived they let me pass to the front of the queue without waiting, and gave me a car straight away. The car was perfect. Hands-free, Bluetooth, GPS – in perfect condition. It was a very pleasant trip."*

Travel only, ES





# Key solutions that show greatest potential for impact



**Business booking service  
enhancements**



**Creating a frictionless  
pick up experience**



**Rewards to delight  
and add value**



In god we trust  
Everything else,  
we test

**A** **Seat 108 or Similar**  
Cancellation up to 48 hours before your pick-up (deposit payments excluded)

**Mini**

4 Seats | 3 Doors  
✓ Air Conditioning  
✓ Manual  
✓ Full to Full

We give you the following for FREE

- ✓ Cancellation
- ✓ Amendments
- ✓ Theft Protection
- ✓ Collision Damage Waiver

PLUS your rental includes

- ✓ Airport Surcharge
- ✓ Local Taxes
- ✓ Road Fee / Road Licensing Fee

Location: Shuttle Bus

**£20.66**  
Only £10.33 a day

**A** **7.8** from 0 – 10  
★★★★☆  
based on 27880 customer reviews

**B** **Seat 108 or Similar**  
Cancellation up to 48 hours before your pick-up (deposit payments excluded)

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**A** **Car Rental - Search, Compare & Save!**  
Complete the search form below to find cheap car hire at over 49,000 locations worldwide

**B** **Car Rental - Search, Compare & Save!**  
Complete the search form below to find cheap car hire at over 49,000 locations worldwide

**A** Payable on collection

Additional Driver  
£10.00 each per day

Share the driving: journeys are always better when you can take turns at the wheel

More extras

Prices for additional extras are controlled by the local rental company and may be subject to change.... Read more

**B** EXTRAS - PAYABLE ON COLLECTION

Additional Driver  
£10.00 each per day

Share the driving: journeys are always better when you can take turns at the wheel

More extras

Prices for additional extras are controlled by the local rental company and may be subject to change.... Read more

**A** **for your rental** **£86.22**

Payable today **£46.22**

Car Hire Charge **£16.26**  
Full Protection **£29.96**  
Credit Card Charge **£0.00**

Payable at pick-up **£40.00**

Additional Driver x 2 **£40.00**

**No Credit Card fees**

**This car is in high demand!**

**B** **for your rental** **£86.22**

Payable today **£46.22**

Car Hire Charge **£16.26**  
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**This car is in high demand!**

**FREE cancellation up to 48 hours before your pick-up (deposit payments excluded)**

**Fiat 500 or Similar**  
**This car is likely to sell out soon!**

Mini Car with:  
4 Seats 2 Doors 2 Small bags  
✓ Air Conditioning ✓ Manual Transmission  
Shuttle Bus  
Full to Full

Pick-up  
Shuttle Bus: Manchester Airport (MAN), UK  
10:00 AM Wednesday February 22, 2017

Drop-off  
Manchester Airport (MAN), UK  
10:00 AM Friday February 24, 2017

Extras  
Payable now: Full Protection  
Payable on collection: Additional Driver 2

**Compare Now**

**A** **BANGER**

**B**

**A** **SEARCH COMPARE SAVE**  
That's Rentalcar-ma  
Rentalcars.com

**B** **SEARCH COMPARE SAVE**  
Rentalcars.com

**Compare Now**

**Search Now**

