



## CASE STUDY

# The Right CDP for a Global, Multi-Brand Car Rental Company

The Redpoint CDP

## Why

A leading car rental provider with internationally recognized brands and about 10,000 locations in 180 countries needed a CDP to create a unified customer view and to drive consistent messaging.

### The vision was to achieve the following:

- Reduce variable costs through consolidating legacy technologies
- Improve NPS and the customer experience for roughly 25 million customers
- Increase digital ancillary revenue
- Gain better insight into customer journeys across business units and campaigns
- A single point of control for outbound and inbound messaging across multiple channels
- Driving cost efficiencies through consolidation of legacy technology

## What

Using advanced identity resolution capabilities in the Redpoint CDP, the marketing group generates a unified customer profile for each customer, even those with multiple accounts across different geos.

### The Redpoint CDP offers:

- Customer data management processes that ingest, match and transform data from multiple sources to create a unified customer profile for each identity
- Intelligent orchestration capabilities where offers, interactions and end-to-end customer journeys are configured based on customer preferences to drive real-time decisioning and web personalization
- Journey orchestration capabilities to drive pre-booking, pre-rental, rental and post-rental messaging for multiple brands and regions

## Wow

With the Redpoint CDP, the car rental provider is now able to deliver highly effective and relevant offers in a timely manner using a robust, reliable set of data.

### Benefits include:

- **Improved customer experience:** no more long lines at counters, renters can digitally check-in and add ancillary products via SMS or email
- **Easy rental extension options** resulted in increased car retention
- **Better insight** into ROI and effectiveness per campaign and channel
- **Significant cost savings** in licensing fees
- **IVR integration** led to a 19% increase in customer identification
- **Increased capture** of email and opt-in status across multiple customer touchpoints and channels