



CASE STUDY

Hertz

Putting the Customer in the Driver's Seat

The Problem:

The Research team at Hertz was struggling to interact with customers in a meaningful way. They wanted the ability to connect in real-time so they could provide immediate and actionable insights to the business's leaders for more accurate and timely decision-making. Their long term goal was to help build loyalty in an authentic way by listening to the "voice of the customer."

The Approach:

Hertz wanted a solution that would serve many different departments of the company, such as Product Management, Consumer Insights & Experience, and Brand Marketing. With Fuel Cycle, Hertz discovered they were able to quickly and easily provide insights and power innovation projects for each department. Today, Hertz engages with consumers in the US and UK and has received opinions and feedback on numerous projects. They execute projects with consistency, running about 4 activities a month, and they utilize the results in their ongoing strategic initiatives. For everything from the cars in their fleets to the Never Lost system, Hertz listens to their customer's desires and ideas, and implements them to create a better overall brand and customer experience.

The Solution:

The community serves not just as a project-based research tool, but as a way to drive continued engagement by fielding one-off questions and posing thought-provoking conversation topics. The activities allow members to: get a first look at new program ideas and have direct impact on their future, share their opinions about upcoming advertising campaigns, website features and new car collections, experience exclusive opportunities to interact with hertz decision makers, exchange travel tips with other Hub members, and earn exclusive rewards for participating.

The Results:

- Community members provided fleet guidance by sharing which vehicles they most wanted to rent.
- The Hertz team more than doubled Millennial input and membership.
- They achieved rapid turnaround of insights for innovation projects by fielding research quickly and gathering data in real-time.
- They saved tens of thousands of dollars in research spend by conducting multiple studies for various departments all in one place.

Tips for Success from Hertz:

- Have enough resources to put behind your community – members need to care and need to be paid attention to.
- It's important to have a corporate culture that supports Voice of the Customer initiatives and to socialize the community within the organization.
- Maintaining variety within the community keeps engagement up – a way to keep content fresh is to involve multiple departments.