

CUSTOMER STORY

How one rental car company cements its reputation for premium service with Lyft.

Car rental service delivers consistently fast, convenient airport service for customers with high expectations.

A premium car rental service features luxury vehicles and aims to eliminate lines, paperwork, and connection hurdles. To compete successfully with the big rental car agencies at its 25 locations, the company offers premium service and a mobile app that customers use to seamlessly book, confirm, and unlock their rental cars. The company attracts frequent business travelers who value a consistent, streamlined experience.

The Challenge

The company's car rental lots are a half-mile from LAX, so in its early days, rental agents sent service porters to pick customers up. As business traffic grew from 50 to 300 rental cars per day, the number of customers needing rides increased dramatically, and that model became financially unsustainable.


Customer satisfaction is the primary measure of success for the company, measured by Net Promoter Score (NPS) surveys. After managers decided to partner with shuttle companies rather than picking customers up individually, that all-important score plummeted from 85 to as low as 30.

"The causes were obvious," says the manager of the company's LAX and Orange County locations. "The shuttles were old and dirty, and the drivers were rude. They advertised 15-minute rides, but the time actually ranged between 30 and 45 minutes."


"The shuttles we used for a year had to stop at every terminal, so they couldn't get riders to their rental cars nearly as quickly as Lyft drivers do."

— Car rental service manager at LAX and Orange County locations


 **Industry :**
Automotive rental

 **Challenge :**

- The company's car rental lot is a half-mile away from Los Angeles International Airport (LAX) terminals.
- Airport shuttles were slow and inconvenient, causing customer satisfaction ratings to plummet. .

 **Solution :**

Through Lyft Concierge, car rental agents now dispatch Lyft rides to get customers from the terminal to the rental lot.

 **Impact :**

- Customer satisfaction scores rose 55-points immediately.
- Time from terminal to car rental lot was cut in half.
- The rental car company's Net Promoter Score rose to 85, compared to an industry average of 30.

The Opportunity

Lyft approached the car rental service in 2015 after the rules changed at LAX to allow rideshare drivers to pick up passengers. Its leaders seized the opportunity to replace shuttle transportation with a business model more in line with customer expectations — and with its technology focus.

The Solution

Lyft's Concierge platform complements the company's customer-facing application perfectly. Now, in addition to using their smartphones to create personal profiles, book cars, and even unlock them, customers can call a rental agent to dispatch a Lyft ride to the lot when they deplane.

After each request, an agent orders the Lyft ride and texts the customer when it's on the way. If the Lyft driver is delayed by traffic or airport construction, the agent informs the customer immediately by text. Once the customer gets picked up, a Lyft ride to the rental car lot takes 20 minutes — often half the time of a shuttle pick-up.

"The thrust of the NPS survey," says the car rental service manager, "is to determine how likely a customer is to recommend us. The industry average is 30. Our average is 85. Offering a premium, white glove service such as Lyft rides helps us hold the high ground."

"The fact that we can have one person with a laptop manage this important aspect of our business is amazing."

— Car rental service manager at LAX and Orange County locations

Top benefits include:



Satisfied customers

Premium car rental company raises its customer satisfaction scores beyond anything its competitors can approach.

"Overall, our customers feel that the service is great and efficient, and that is helping us to grow our business."



More efficient billing

The robust management features that Lyft Business offers streamline back-office functions, such as billing, accounting, and auditing.

"Lyft billing is probably the best way it can be done. The spreadsheets are simple and straightforward, and they give details like the pickup location, the employee who ordered the ride, and the cost. It's very detailed."



Reduced staff burden

Technology is only as good as people's ability to use it expertly. Lyft's simple user interface helps rental car service staff stay productive.

"The Lyft Concierge interface is intuitive and easy to use. Our service agents picked it up right away."

Looking Ahead

After a successful proof of concept with its Lyft partnership at LAX, car rental service managers are working with Lyft in Seattle and San Diego. Other locations are looking at the Lyft solution, as well. "Lyft is the best option to transport our customers," says the LAX manager. "It meets their expectations and keeps them happy so they're willing to refer us."