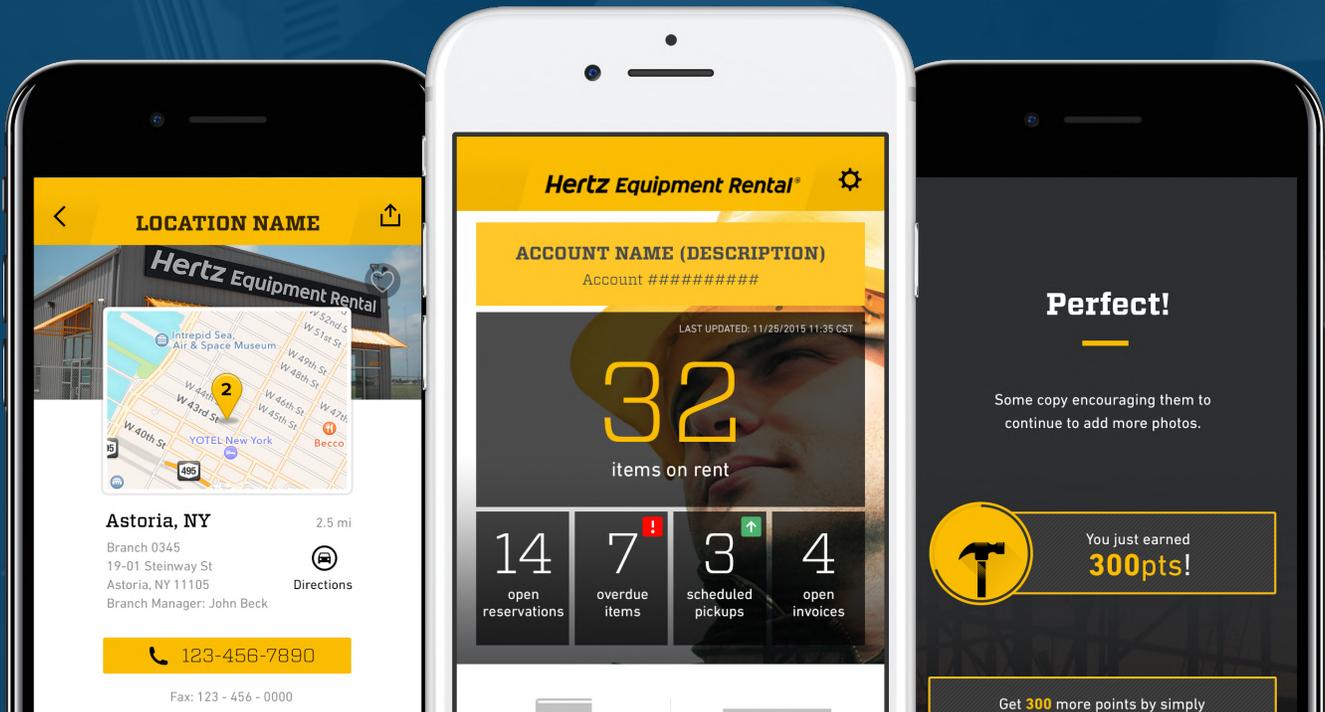# HercRentals™

CASE STUDY:

Mobile Apps Support Investor Confidence, Customer Acquisition and Retention, and New Company's Success

> " The mobile app sets new technology and user-experience standards for the equipment rental industry and will continue to evolve to include tools and features designed to improve our customers' experience with Herc Rentals. "

\- Larry Silber, CEO

THE CHALLENGE:

Hertz Equipment Rental Company (HERC) recognized the strategic importance of digital transformation in order to improve its customer experience. It used its spin-of from Hertz Auto Corporation as an opportunity to embark on the first phase of its digital transformation strategy, engaging Worry Free Solutions to create industry-leading native mobile applications for both Android and iOS.

"HERC needed applications that would allow it to grow its business, while simultaneously delivering the highest level of user convenience and support to ensure customer retention," says Shawn Ewing, director of project management at Worry Free Labs. "Our team of expert UI / UX designers, architects and engineers understood this and proposed features and functionality with utility and stickiness in mind."

THE SOLUTION:

Worry Free Labs provided HERC with support in product strategy, technical strategy and architecture, content strategy, user experience design, art direction, and visual design for the iOS and Android applications. The resulting HERC apps featured:

- An eCatalog, which allows users to search for rental and used equipment, and review specs, photos, and pricing
- eCommerce capabilities
- Rental location finder
- Account management
- Reporting
- Gamification

THE RESULTS:

The HERC mobile app set the standard in the equipment rental industry and proved key to driving incremental revenue growth and profitability for the new company. HERC successfully launched its mobile app by the spin-of date, a critical milestone on the company's digital transformation roadmap – and one that showed its new investors its commitment and ability to deliver change.