



Linakis
digital

Boosting Hertz.gr online sales with a new booking website

A case study by **Linakis Digital**



About Hertz



Hertz, the world's largest car rental company, has been active in the Greek market for over 50 years through Autohellas S.A., the largest national Hertz franchisee in the world.

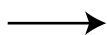
Autohellas Group of companies provides services in the fields of **car rental, private leasing and car sales** and has been listed on the Athens Stock Exchange since 1999. Hertz Autohellas owns the largest private fleet of vehicles, with more than 44,000

vehicles. Its network extends to 8 countries with over than 143 sales points in Greece and abroad.

The company **offers a wide range of innovative and high-quality services, specially designed to meet the different needs of its customers.** By combining a large fleet of vehicles with many different car types, an extensive network of rental locations all over Greece and exclusive collaborations with major national airlines, Hertz Autohellas is the first choice in car rentals.

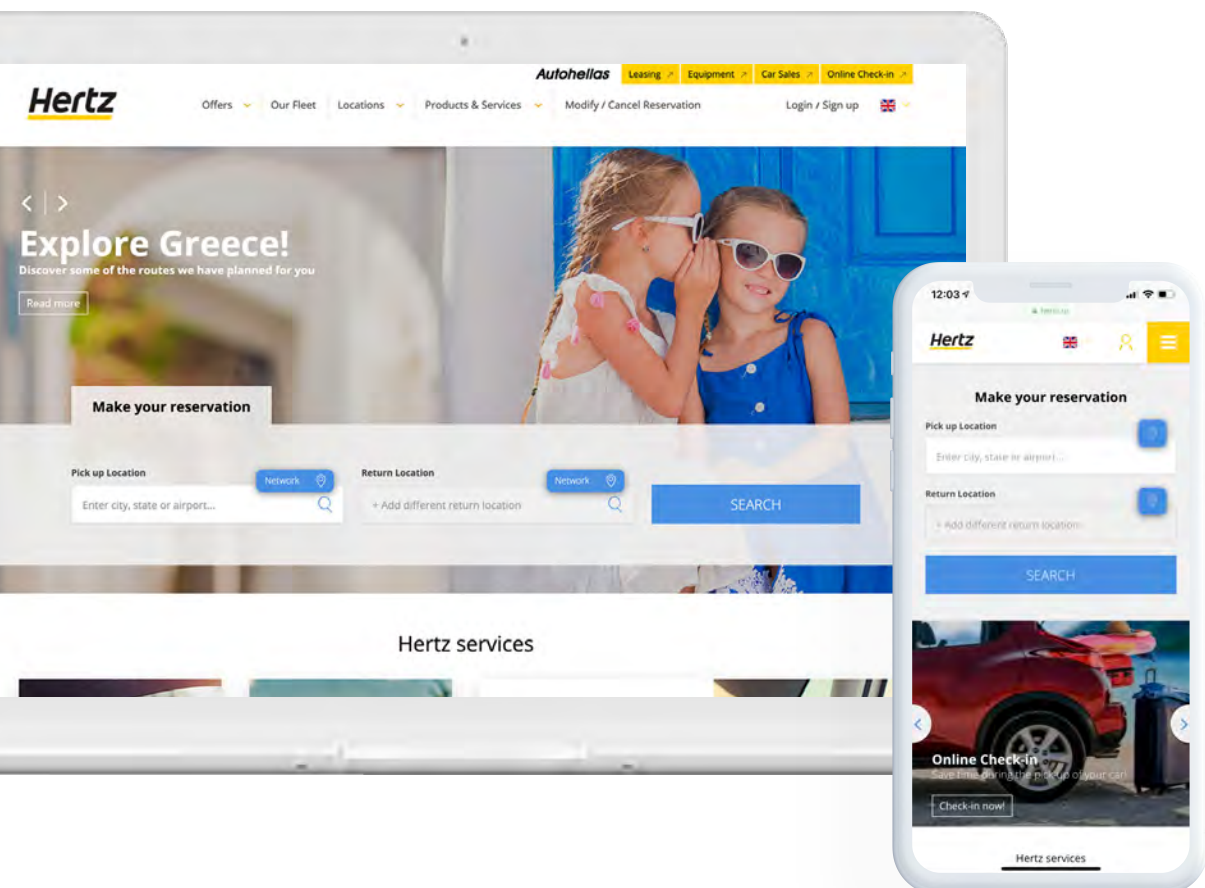


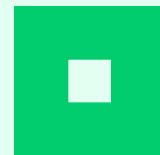
Hertz's vision



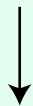
Hertz Autohellas' vision is to provide integrated and innovative services meeting the needs of every customer, at any moment, and to continue to innovate, always offering new services.

The company identified that upgrading its online booking website, would have a significant impact on its strategic goal: to dominate the car rental and leasing industry. Hertz Autohellas trusted Linakis Digital, a long-term partner, to redesign its websites and optimize the booking process.





Digital Objectives



Linakis Digital undertook the task to meet several important goals for each of the 4 websites reflecting the different business units:

1

To **increase online booking and sales**, as a result of both new conversions and upsell/cross sell of additional services

2

To **add new functionalities** that would make the online booking easier to the end user, thus increasing conversions.

3

To create a new updated booking portal with a more **modern look & feel**.

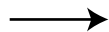
4

To utilize the latest technology in order to **update and extend the booking engine mechanism**.

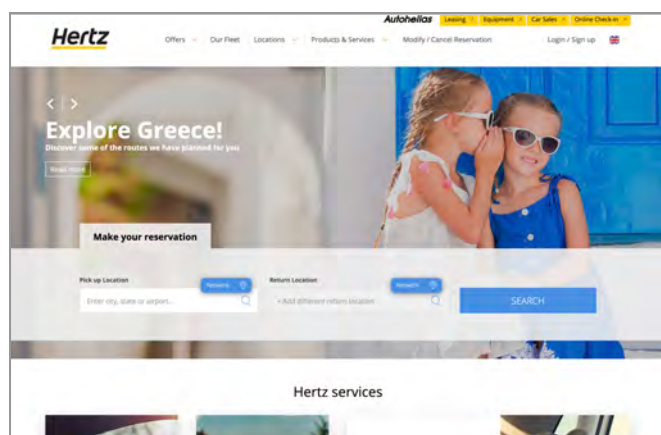
5

To build a website **responsive to all devices**, improving the customer experience.

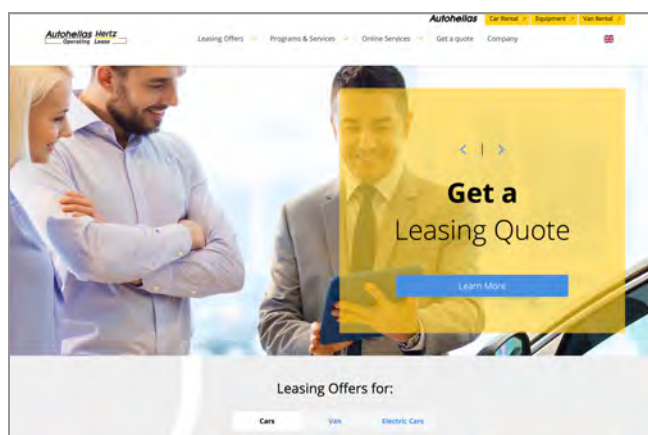
Digital Strategy



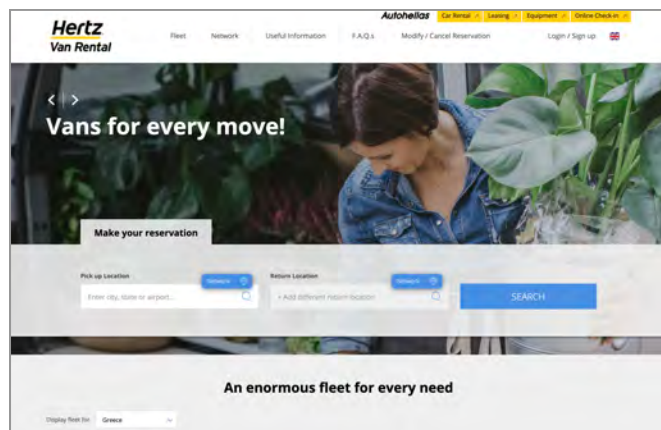
The specific needs of each business vertical were studied, i.e. car rental and car leasing and the needs of the different users were taken under serious consideration. As a result, a group of dedicated websites were created:



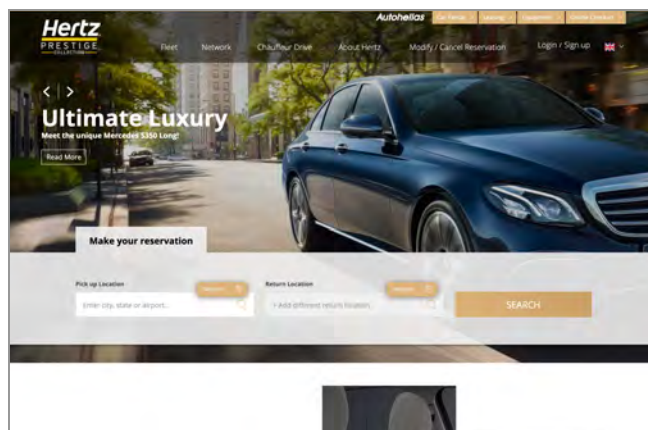
hertz.gr
for car rental



leasing.hertz.gr
for the leasing services

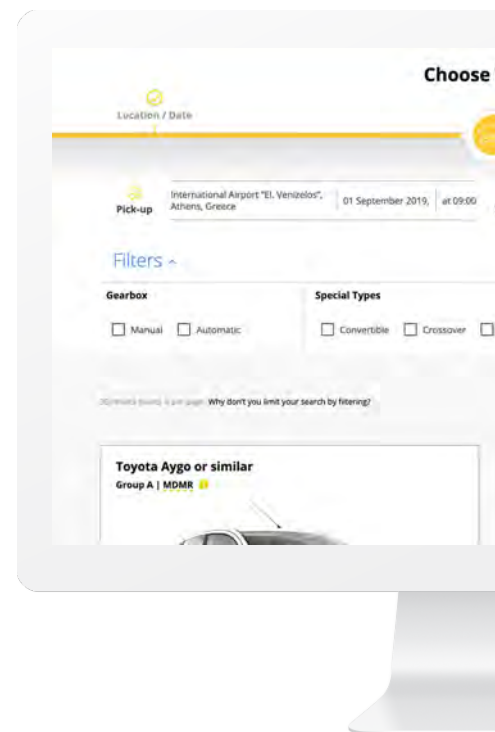
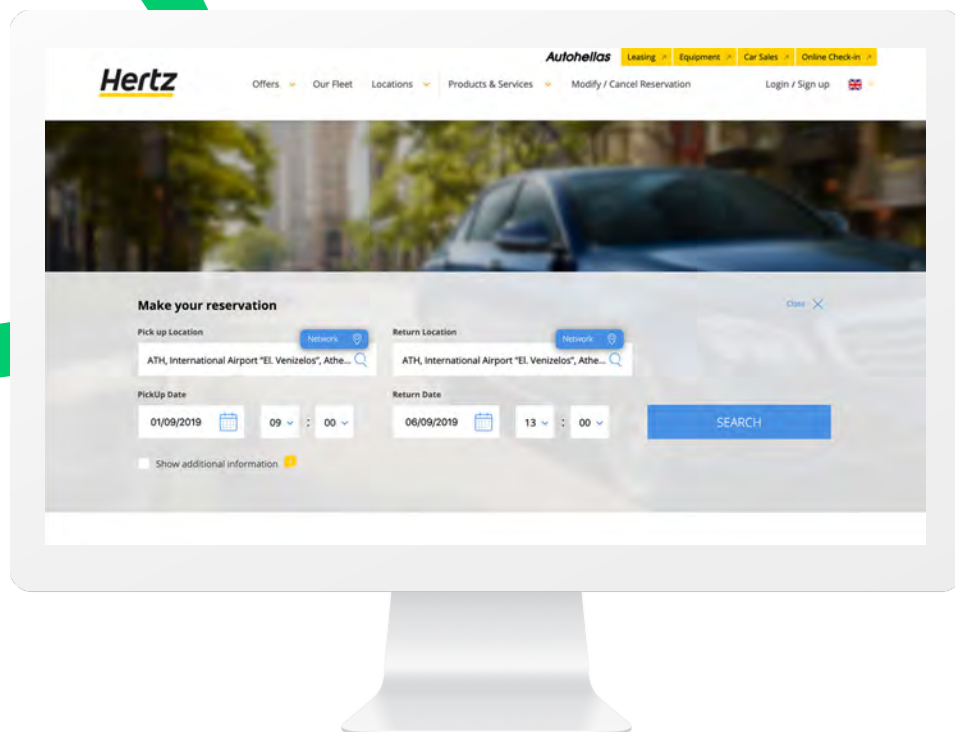


vanrental.hertz.gr
specifically for van rental



prestige.hertz.gr
to promote the luxury fleet rental

Different Information Architecture was designed for each website and then enriched with custom-made relevant content, according to the users' needs.

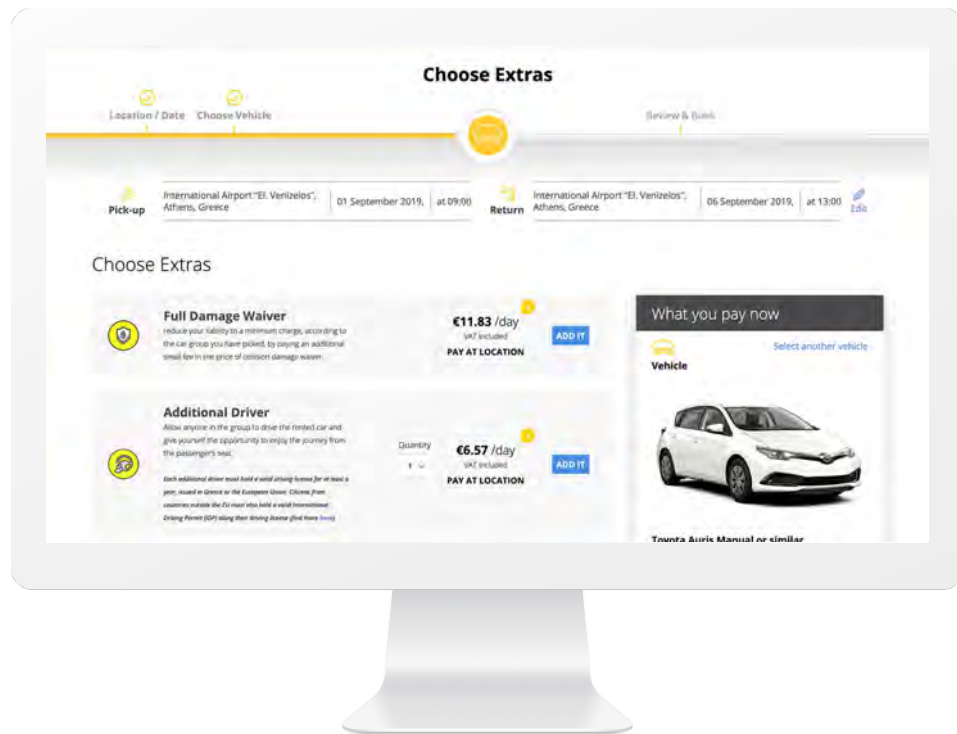
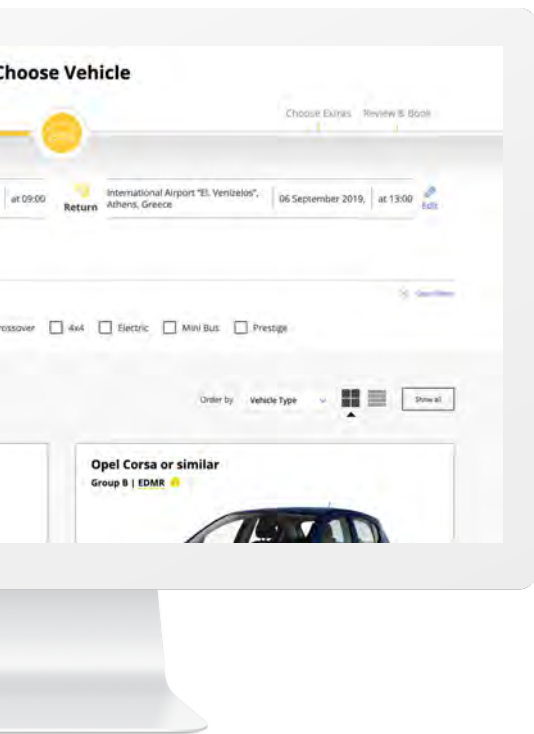


User Experience



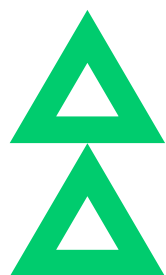
Aiming to innovate and make changes that would increase sales and boost customer satisfaction, Linakis Digital researched the customer journey and recorded each step of the customer actions from looking for the right car that fulfils their needs, all the way down to renting or leasing it.

We focused on what the perspective customer experiences when using the current site, researched all their touchpoints, investigated their requirements and concluded what would make their interaction more enjoyable and their online booking more effective.



Linakis Digital set out to design a goals-oriented environment, which would clearly place visitors' needs and expectations at the forefront, thus increasing conversions. As a result, numerous extra functionalities have been added and redesigned, such as:

- Upgrading the selected vehicle group, thus driving sales for more expensive car rentals.
- Adding extra car equipment and optional services designed to make the car rental even more comfortable.
- Streamlining the approval procedure for car booking requests, resulting in a simpler, quicker and more effective user booking process flow.
- Highlighting the numerous criteria which make it easier for the user to choose from the huge number of cars available for every need.

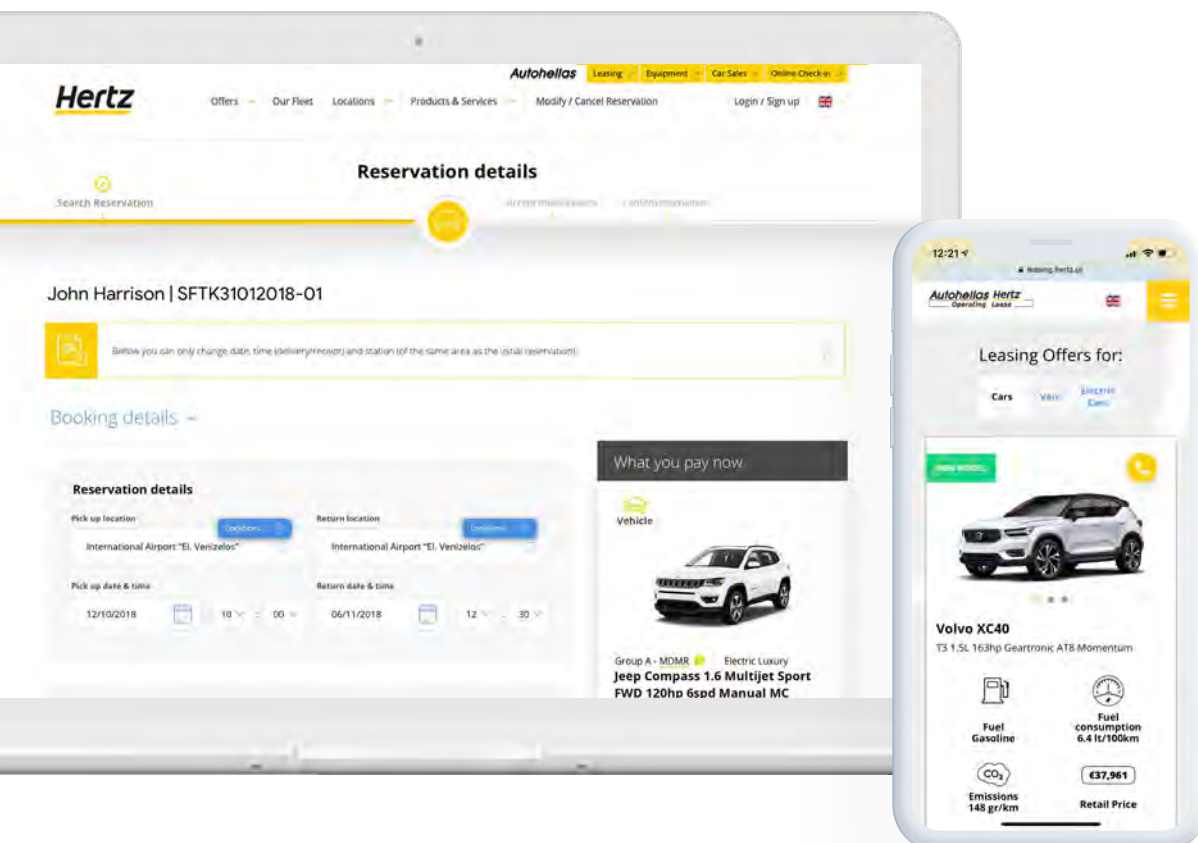


User Interface



The new interface design is modern, clean-cut, engaging and vibrant, as well as easy to navigate, thus creating the appropriate climate for converting the visitor into a customer.

Aiming to create a more sales-focused environment, the layout of the car fleet is designed in a generous uncluttered way. Moreover, the wide range of special types of cars available to fit every customers' needs was highlighted and special emphasis was also given to the offers available, the car rental locations and the online check-in.



Status	Reference Number	Reservation Number	Pick up date ▾	Car
Approved	SFTK01092019-01	500683983	01/09/2019, 09:00	Toyota Smart
Pick up date 01/09/2019, 09:00	Pick up location El. Venizelos airport	Return date 06/09/2019, 13:00	Return location El. Venizelos airport	E V
Pending Payment	SFTK28062019-15	500641381	28/06/2019, 10:00	Seat Smart
Approved	SFTK22052019-04	500641381	22/05/2019, 08:00	Hyun Smart

▲ Members' Login Area

The members' login area was totally redesigned. Linakis Digital developed new features that allow the customer to see their previous bookings, to rent cars with similar characteristics and generally to manage their reservations through a more user-friendly members' area.

● Mobile Optimized

As mobile devices increasingly become the place to interact, all websites were designed and thoroughly tested to be responsive, offering an optimized experience for Hertz' customers, ensuring that the right content and structure is delivered to the appropriate visitor, device and browser.

Our technological approach



All the different rental websites were inceptioned, designed and implemented in a synergistic and interconnected way, so as to provide an integrated booking experience.

We leveraged the existing service-based infrastructure to create a seamless fluid and intuitive interface using modern front-end technologies. The result was a state-of-the-art booking flow along with all the important functionalities, such as online payment, a fleet showcase with intuitive selection actions, upsell options and many other, all backed by a robust back-end layer.



The solution is based on the Umbraco platform. We based our choice on the fact that Umbraco is a free and open source, yet mature platform, backed by a very large development community and at the same time is supported and advanced by a dedicated corporate team in its core.

Moreover, the groundwork has been set in order for all websites to be expandable and to incorporate new subdomains and features. We leveraged all the capabilities of the platform with regards to multiple site management and hosting. As a result, we created a solution that provides an integrated and streamlined content authoring and site administration environment.

■ SEO optimized

All websites follow the highly specialized technical specifications and best practices for the readability of content by search engines.

Benefits gained



Linakis Digital has been a long-term trusted partner. With their valuable expertise we have created a high-quality digital experience for our diverse audiences, within a challenging deadline'.

Alexia Kritikou
E-Commerce Supervisor

The key achievements of Hertz's new website are:



Upselling capability with the functionality of upgrading from the selected vehicle group to a more expensive group with an additional rate.



Increased conversions through a simpler and faster booking process, as well as a more user-friendly thus effective member's login area.



Cross Selling by adding extra services designed to make the car rental even more comfortable.



Reduced operational costs through redesigning the online booking process of the 'on request' vehicles.

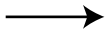


Enhanced user experience through a more enjoyable and mobile optimized website



Flexibility in the website management and future expansion through the capability to incorporate new subdomains and features.

Results in numbers



During the first trimester after its launch, compared to last year's corresponding period, the site has achieved:



+10%

No of sessions increase



38%

Reduction of
bounce rate in
mobile



+56%

No of pages per
session in mobile



+347%

Average time
spent per visit in
mobile

Visit hertz.gr

About Linakis Digital



Linakis Digital is an **internationally awarded digital agency**, based in Athens, Greece, with 14 years of experience in handling some of the most inspiring digital transformation projects.

We provide **world class user experience and digitalization services**, that include digital strategy & consulting, UX & UI service design, website & mobile applications development.

We have a **diverse portfolio of projects for leading domestic and international accounts**, in various industries such as **banking, airlines, tourism, insurance, telecoms and pharmaceuticals**. Some of our top accounts are Alpha Bank, Eurobank, Olympic Air, Aegean Airlines, Hertz, Saudi Arabia British Bank (SABB), Praxia Bank, Piraeus Bank, Grecotel Hotels & Resorts, Cosmote (Deutsche Telekom), Bayer, etc.

We take great pride in offering the highest level of service to our customers, a business value which is clearly underlined by the growing list of important clients and

the **95% customer satisfaction rate**, reported in our online survey. **We comply with the ISO21500 project management standard** as part of our commitment to always deliver top quality services within time and budget.

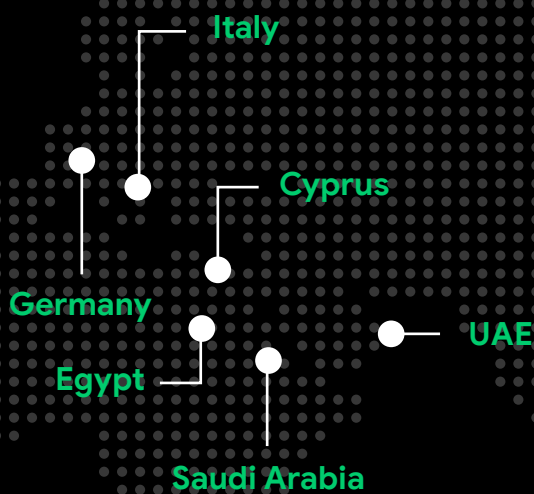
We are a **Sitecore Gold Implementation Partner, a Kentico Bronze Partner and a Microsoft Silver Partner for Cloud Services**. A result of our strategic decision to invest in acquiring knowledge and know-how in platforms and digital ecosystems which can cater for even the most advanced of our client's needs.

The numerous distinctions held in domestic, european and international creative and digital awards, offer the endorsement a company needs to have to choose a partner.

If you would like to know more **contact us**

sales@linakis.com

International Experience



Digital & Design Awards



4

Sitecore
Experience
Awards



1

Business IT
Excellence Award



3

WebX Awards



17

EBGE
design awards



35

Ermis awards



1

D&AD
award



5

Red Dot
design awards



1

German Design
award



10

European Design
awards



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