

United Rentals advances customer experience leadership with strategic AI platform partnership.



REGION

North America

INDUSTRY

Retail & Consumer Goods

SIZE

Enterprise

www.unitedrentals.com

KEY METRICS

100%

call recording with AI-powered quality analysis.

↓ 50%

reduction in agent training time.

76%

intelligent routing accuracy with Talkdesk Navigator™.

One of North America's largest equipment rental companies, United Rentals operates more than 1,400 locations and serves millions of customers in the construction and industrial sectors. With a clear vision to redefine customer experience standards in their industry, the company spearheaded a comprehensive digital transformation initiative that would leverage cutting-edge AI technology and unified service delivery.

Through their strategic partnership with Talkdesk, United Rentals achieved new levels of service excellence while establishing a blueprint for continued market leadership.

Driving innovation at enterprise scale.

United Rentals operates a sophisticated, multifaceted business model that demands exceptional service capabilities. The company provides 24/7 emergency support, coordinates operations across hundreds of branches, and manages diverse services from equipment reservations to urgent repair logistics. As a forward-thinking organization committed to maintaining their industry leadership, United Rentals recognized the opportunity to modernize their customer experience infrastructure to better serve their expanding customer base.

With approximately 40% of calls originating from branch overflow situations and 60% from web traffic and toll-free lines, the company recognized the potential to optimize routing precision and performance at scale—while leveraging modern AI capabilities to maintain their competitive edge. Their strategic vision focused on delivering a unified, seamless experience across every customer interaction, eliminating friction from the customer journey, and continuing to set the standard for service excellence in their industry.



"We had a clear vision for creating a more integrated, efficient operation that would support our continued market leadership and enable us to deliver even better outcomes for our customers."

ANDREA BRUGGER, VP OF SALESFORCE EFFECTIVENESS,
UNITED RENTALS

"Our leadership team recognized that evolving our customer experience infrastructure represented a significant growth opportunity," says Andrea Brugger, VP of Salesforce Effectiveness. "We had a clear vision for creating a more integrated, efficient operation that would support our continued market leadership and enable us to deliver even better outcomes for our customers."

Strategic partnership drives transformation vision.

United Rentals approached their customer experience evolution with a comprehensive strategy, seeking a secure, scalable, and reliable platform that would integrate seamlessly with existing systems, paired with a technology partner who could support their ambitious transformation goals.

To ensure smooth operations and rapid value realization, United Rentals designed a thoughtful three-phase implementation approach. Phase one introduced Talkdesk CX Cloud™, [Talkdesk Interaction & Quality Analytics](#), [Talkdesk Workforce Management™](#), and AI-powered [Talkdesk Quality Management™](#) enhanced through [Customer Experience Automation \(CXA\)](#).

The [Salesforce integration](#) represented the most sophisticated aspect of the project, with United Rentals' team committed to creating a true "single pane of glass" for agents. Through collaborative engineering between United Rentals and Talkdesk, the teams successfully navigated technical complexities to achieve the desired outcome.

"Talkdesk proved to be an ideal partner for our ambitious vision," says Tyler Jacobs, Customer Excellence Manager. "They were highly responsive to our specific business requirements, and several capabilities we requested were actually incorporated into the platform itself. This collaborative approach reinforced our confidence in the partnership."

Advanced capabilities and intelligent routing.

The cloud-based platform opened new possibilities and expanded United Rentals' CX capabilities, enabling seamless integration with two offshore BPOs and consistent service standards across all operations. The implementation proceeded efficiently, avoiding the infrastructure limitations that had constrained previous technology initiatives.

To support their commitment to high-value customer interactions, United Rentals added Talkdesk Premium Care, implemented Talkdesk Feedback™ for comprehensive satisfaction measurement, and deployed [Talkdesk Navigator™](#). This intelligent routing solution enables customers to simply state their needs in their own words rather than navigate traditional IVR menus, resulting in faster resolutions and more personalized experiences.

United Rentals currently achieves 76% routing accuracy with Navigator and maintains a clear roadmap to reach 80%. This advancement streamlines service delivery while reducing customer friction, enabling agents to focus on delivering the premium experiences that define the United Rentals brand.



Measurable results reinforce competitive advantages.

United Rentals' transformation delivered impressive operational results across all areas of their customer care operations. System reliability reached new heights, eliminating previous operational disruptions and enabling agents to work with consistently reliable tools that allow complete focus on exceptional service delivery.

This foundation enabled United Rentals to achieve increases in agent productivity while streamlining new team member onboarding. Managers redirected their time from system maintenance to strategic growth initiatives, maximizing the impact of their leadership across the organization.

Building on these improvements, United Rentals transformed their quality management approach with Talkdesk Copilot™, leveraging comprehensive AI evaluation of every customer interaction. This replaced selective sampling with complete analysis, while built-in scorecards and advanced supervisor tools provide agents with actionable feedback and enable supervisors to focus on strategic coaching and development.

"When supervisors can dedicate their time to coaching instead of manual evaluation, everyone benefits," says Jacobs. "Agents develop faster, customers receive better service, and the business achieves stronger outcomes."

The complete interaction recording capabilities now provide United Rentals with comprehensive insight into service performance, establishing a robust data foundation that supports ongoing AI-driven innovation and continuous improvement initiatives. Throughout this major transformation, customer satisfaction scores remained consistently strong, validating both United Rentals' implementation approach and their platform selection.

Today, United Rentals' contact center seamlessly handles everything from revenue-generating reservations to critical emergency calls, maintaining exceptional quality across all touchpoints while positioning the company for continued innovation and market leadership.



"When supervisors can dedicate their time to coaching instead of manual evaluation, everyone benefits. Agents develop faster, customers receive better service, and the business achieves stronger outcomes."

TYLER JACOBS, CUSTOMER EXCELLENCE MANAGER,
UNITED RENTALS



Establishing the foundation for continued innovation leadership.

United Rentals' customer experience transformation represents more than platform modernization—it reflects the company's strategic commitment to customer-centered innovation at enterprise scale. By prioritizing meaningful interactions, eliminating friction, and creating unified experiences across all channels, United Rentals has reinforced their leadership position in the equipment rental industry.

What began as a strategic infrastructure enhancement has evolved into a comprehensive blueprint for continued growth and industry leadership. With their flexible, AI-powered platform foundation, United Rentals continues driving measurable improvements in efficiency, service quality, and customer satisfaction while establishing capabilities for ongoing innovation through 2026 and beyond.

This initiative represents United Rentals' strategic investment in how they connect with customers, empower teams, and adapt to future market demands.

“Our vision centers on removing friction from the customer journey while driving revenue growth,” says Brugger.

“We’re creating one unified experience where customers receive consistent, meaningful interactions regardless of touchpoint, whether they contact a local Texas branch or our Charlotte contact center.”

This commitment to seamless, scalable experiences defines United Rentals’ continued growth trajectory. With the right strategic partnerships and technology foundations in place, United Rentals continues enhancing their customer experience capabilities while reshaping how the organization delivers value.

“This consistency, powered by our partnership with Talkdesk, represents our competitive differentiation in the market,” says Brugger. With this comprehensive transformation, United Rentals has established a foundation that promises to drive innovation and market leadership for years to come.



“We’re creating one unified experience where customers receive consistent, meaningful interactions regardless of touchpoint, whether they contact a local Texas branch or our Charlotte contact center. This consistency, powered by our partnership with Talkdesk, represents our competitive differentiation in the market.”

ANDREA BRUGGER, VP OF SALESFORCE EFFECTIVENESS, UNITED RENTALS

Disclaimer.

This article shares United Rentals current plans and vision, which may change over time. Actual results and future outcomes may differ, and United Rentals may update plans as circumstances evolve.

Talkdesk® is leading a new era in customer experience with Customer Experience Automation (CXA)—a new category and platform designed to automate the full complexity of modern customer journeys. CXA replaces fragmented, manual workflows with multi-agent orchestration that drives speed, precision, and efficiency. Powered by the Talkdesk Data Cloud, AI agents act with real-time context to resolve issues and improve over time. Talkdesk helps organizations lower costs, improve outcomes, and modernize service—without a full rip-and-replace. Learn more at www.talkdesk.com.

:talkdesk®

Customer Experience.
Automated.

REQUEST A DEMO