

**UNIVERSITI UTARA MALAYSIA**  
**The Graduate School**  
**(Managed by Rezzen (M) Sdn Bhd)**

*Master of Business Administration Programme*

**Information Technology For Managers**  
**TM5013**

**Case Study 4**  
**Hertz Goes Wireless**

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### **Which of these applications are intrabusiness in nature?**

From the case, Hertz has three (3) applications which are intrabusiness in nature:

- Quick rentals
- Instant returns
- Car locations.

Quick rentals – once a customer reaches or arrives at the airport, the curbside attendant will transmit the customer's name to the renting booth wirelessly. The renting booth employee receiving the customer's information will then advise the curbside attendant on the location of the car. This information is then conveyed to the customer and he or she is directed to where the car is.

Instant return – The instant return application allows the lot attendant to expedite the car return transaction by processing it immediately on the spot. This is done through a handheld device that the attendant is equipped with. This handheld device is used to auto calculate the cost of the rental and also to print a receipt for the customer without having to walk to the office.

Car locations – has ability to trace the location of the car and the usage pattern of the car by the driver/ renter. This is made possible through the Global Positioning System (GPS) installed in the car. The transmitter installed in the car will send signals back to the receiver residing in the Hertz security office or head office. This signal tells Hertz the location of the car and also the speed it is driving,

### **Identify any finance – and marketing-oriented application?**

#### Finance Oriented Application

- Quick Rental

One finance oriented application that Hertz implements is the “Quick Rental” application. When a potential customer arrives at the airport they are greeted by a curbside attendant working for Hertz. Upon collecting the details of the customer, the

curbside attendants sends the details of the customers to the renting booth wirelessly. The details sent to the renting booth is received by a personal working in the renting booth. The personal will then advise the curbside attendant on the location of the car. With such information, all the customer needs to do is to go to the location of the car as advised by the curbside attendant to pickup the car. The system that enables all this to happen is now connection nation wide also provide functionalities like checking fo credit card, checking the customers rental history and a lot more.

➤ Instant Return

Another finance oriented application is the instant return application that enables customer to check out within matter of minutes. When the customer returns the car to the parking lot, the lot attendant equipped with a hand held devices will immediately process check out for the customers without having the need to walk all the way into the renting booth. The handheld devices the lot attendant is equipped with allows the lot attendant to calculate the rental cost and also print the receipt out immediately for the customer.

### Marketing Oriented Application

➤ In car cellular phones

Since the year 1988 Hertz have been renting out cellular phones together with the cars as a marketing tool. The cellular phone that is rented out allows the customer to have communication feasibility especially to those who has cellular phone that do not have international roaming functionalities. Despite no longer being such a “big thing” this application has greatly increased the amount of business Hertz has.

➤ NeverLost Onboard

With an onboard GPS system installed on some of the cars, Hertz are offering a NeverLost feature. Leveraging on the onboard GPS and an electronic mapping system, customers are directed to their destination through a screen with computer generated voice prompts. Not only is the directed to where he or she wants to go, the customer is also provided with information like the location of the nearest hospital,

gas station, restaurant and tourist area. All this is made possible through the use of the onboard GPS system which has proven to a very good marketing tool.

➤ Additional Customer Services

Another application that is marketing oriented in nature is the additional customer services application. Through this application, customers have access to information like city guide, location guide, emergency telephone numbers, city maps and a lot more. This information can be downloaded into the customer's PDA or other wireless devices.

➤ Car Locations

Another example of a marketing oriented application is the car locations application. Using the GPS system, Hertz is able to track the whereabouts of the car at any given time. Apart from the location of the car, the company also has access to information like how fast the car is driven.

**What are the benefits to Hertz of knowing exactly where each of its cars?**

Benefits

➤ Prevention of Crime

By knowing where the car is exactly at any time, Hertz can use this information to prevent or to stop a crime. For example, when one of the cars with GPS system onboard is stolen or hijacked, Hertz can track down the whereabouts of the car or where the car is heading. This information can then be shared with the authorities which can be used to apprehend the criminal.

➤ Business Planning

By knowing where the cars are, Hertz can use this information to plan for any future promotion or expansion effort. For example, if Hertz notices that a lot of its customers rent the car to a specific place, Hertz can use this information to come up with a promotional package that can be used to attract more business.

➤ Value added Service

Apart from using the information of the cars where about for business planning purpose, Hertz can also use this information to provide value added service to the customer. For example when a car breaks down, Hertz can immediately send help since the where about of the car is known immediately.

**As a renter, how do you feel about this capability?**

As a renter I will strongly support such capability. This is because with the ever increase crime rate in the world today, it is so much safer for an individual to go out and rent a car without having to worry much on safety issues. Apart from that it is so much easier to call for help or for help to arrive as the location or your whereabouts is known by Hertz.