

CASE STUDY

Hertz Accelerates Customer
Onboarding with IDVerse®, part
of LexisNexis® Risk Solutions

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Overview

Hertz, the global car rental company, operates its namesake Hertz brand, along with Flexicar, Thrifty, ACE Rental Cars, and Dollar Rental in the Australian and New Zealand market. Hertz's digital transformation journey is focused on offering a great user experience and accelerating customer onboarding while ensuring that critical steps such as documentation checks continue to be thorough.

Industry participants have placed an increasing emphasis on online capabilities and platforms over the past five years to streamline services and improve security identification. Hertz first adopted IDVerse® in Queensland and has now rolled out the solution all over Australia. There have been over 60,000 transactions since inception with information verified via the government's document verification service (DVS).

Hertz's implementation of IDVerse demonstrates a compelling example of how technology-driven solutions have played a pivotal role in the car rental industry's adaptation in recent years. Hertz's proactive approach in adopting IDVerse showcases the company's commitment to staying at the forefront of innovation and customer-centric services. This integration not only enhances user experience and accelerates customer onboarding but also underscores the importance of security and compliance through robust document authentication processes.



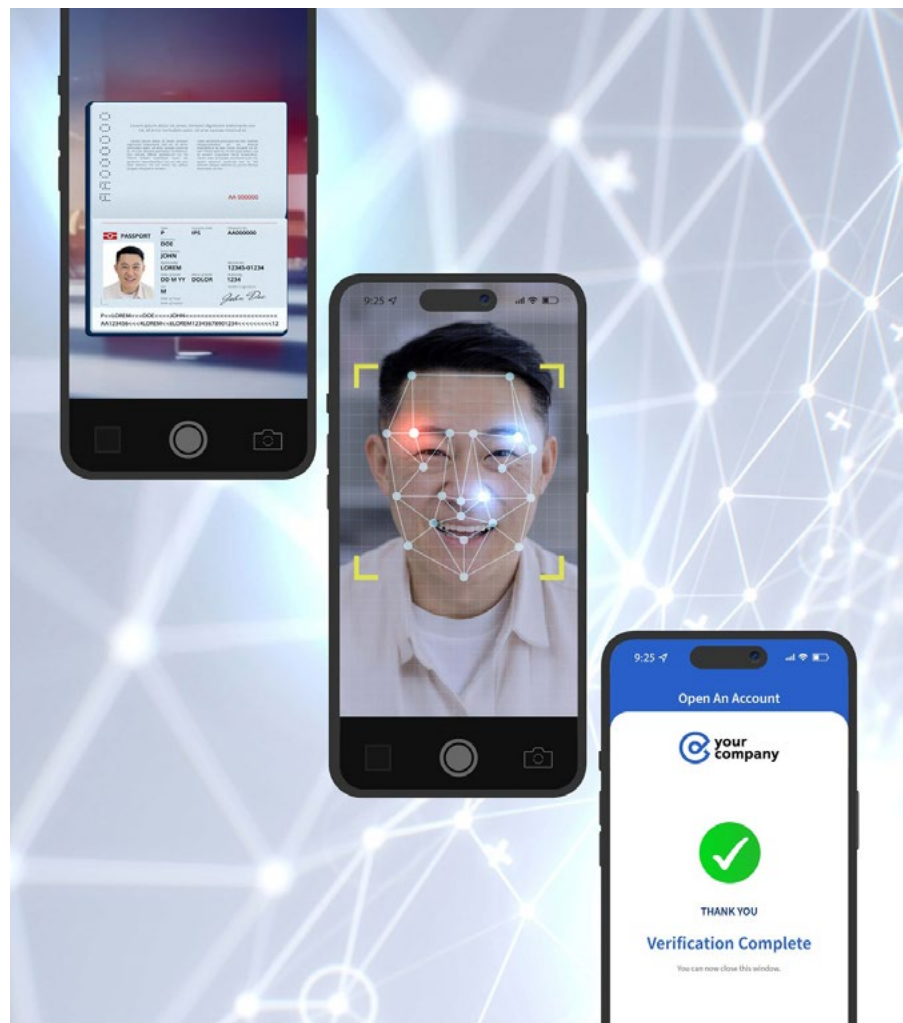
Opportunity

International arrivals into Australia are rebounding strongly after travel bans related to the pandemic ended. The return in demand is projected to benefit many industry players. However, the increasing popularity of low-price car-sharing networks is expected to limit revenue growth, with many short-term domestic tourists likely substituting traditional rental cars with car-share and ride-share solutions.

Increased reliance on online bookings and automation is projected to ease cost pressures in the medium to longer term and increase price-competition among the mobility industry. By introducing IDVerse document authentication and biometric verification, Hertz can streamline user verification for their customers and focus on scaling their business with strong compliance and security protocols while maintaining operational overheads.

Hertz strategically integrated IDVerse, to elevate identity verification processes across its operations in Australia and New Zealand, driven by several pivotal factors. The strong regional presence from IDVerse was instrumental, ensuring seamless service and support.

IDVerse's strong presence in the AU/NZ market underscores its precision in machine learning compared to other industry offerings. A unique hallmark in this sector, the full control IDVerse has of its end-to-end technology equates to superior agility and responsiveness, enabling rapid adaptation to Hertz's evolving and expanding needs.



The Solution

As part of Hertz Australia's efforts to improve its digital customer experience, the company wanted to digitize the customer journey and bring documentation and increased security into the digital realm. The IDVerse solution was chosen to help drive operational excellence at Hertz and enhance the customer experience, via digital self-service. Its document authentication and biometric verification solution is part of Hertz's ongoing commitment to modernize its technology platforms and improve customer outcomes.

The IDVerse solution met Hertz's meticulous standards for ID verification. With its patented and accredited biometric technology, it delivers fast and seamless digital identity verification – helping reduce fraud-related risks and costs associated with fraud loss.

Hertz was attracted to IDVerse as it offers a scalable solution that continuously meets compliance requirements.

Hertz implemented IDVerse to achieve key objectives in their digital ID verification strategy. This collaboration aims to streamline data verification in Australia and New Zealand, enhancing match rates efficiently. By implementing the IDVerse solution, Hertz can reduce the need for manual ID verification across their offices and field operations sites, improving operational efficiency and security validation.

Moreover, IDVerse ensures that applicants' identities are verified, to minimize any fraudulent activity. Additionally, Hertz's digital Verification of Identity (VOI) processes are enhanced, allowing customers to conveniently verify their identity prior to picking up their vehicle at Hertz locations.

Achievement

IDVerse reduces queues and saves customers and Hertz processing time at the counters / locations. Hertz sees the scalability potential of the service and has been working with IDVerse to balance pass rates and security risk.

The introduction of IDVerse into Hertz's operations has yielded significant achievements. This integration has efficiently enhanced the customer experience at the counter, via reduced wait times, thereby improving overall customer satisfaction (NPS).

Notably, this transition to IDVerse has resulted in a transformation of customer interactions, transitioning to a personalized self-service model for identity verification and speeding up processing times. This change aligns seamlessly with Hertz's corporate commitment to delivering exceptional service and elevates the overall customer experience while enhancing Hertz security over who is renting the car.



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