

Say it right

COPYWRITING, PROOFREADING, EDITING AND CONTENT CREATION IN ENGLISH.

Customer Success Story Dr. Hartl



The screenshot shows the website for Dr. Hartl Autoverleih. At the top right, there is a phone number: +43 (1) 664 43 43. The navigation menu includes: AUTO MIETEN, TRANSPORTER MIETEN, AKTIONEN & RABATTE, ÜBER UNS, NEWS, and KONTAKT. The main content area has a green background. There are two tabs: PKW (selected) and Transporter. Below the tabs are three input fields: ABHOLZEIT (28.10.2018 07:00), RÜCKGABENZEIT (29.10.2018 07:00), and RABATT (Kein Rabatt). A yellow button labeled 'Preis berechnen' is to the right of the RABATT field. Below the form is a promotional banner with a white car and the text: 'Satte -12% für alle Jahreskartenbesitzer!'. A small logo is visible in the bottom right corner of the banner.

About the Company

Dr.Hartl Autoverleih was the first car rental service to be established in Vienna and is based in the 5th district right next to Vienna's central train station. Dr.Hartl Autoverleih offers a comprehensive service and unique experience tailored to meet the requirements of every single customer. Whether you're looking for a small compact city car, want to rent a van because you need to move furniture all weekend or own a company and want to transport cargo on a truck - they've got something to meet everyone's needs. The small Autoverleih Dr. Hartl team consists of four members but competes with leading car rental companies.

The Challenge

To keep up with these large competitors Autoverleih Dr. Hartl's goal was to make renting a car, van or truck online and in Vienna as easy as possible by providing a top-notch price

calculator. The price calculator would allow customers to quickly calculate the price of a rental vehicle and to send a booking request within minutes. On the other hand, this price calculator should also reduce paperwork in the back office and customer service requests. Creating a price calculator, that has similar features compared to large-scale companies who also work with huge software development firms posed a challenge, but we managed to find an efficient solution to meet the clients needs.

Our Solution

We tackled the project as we always do, by having an initial meeting with the Dr. Hartl Autoverleih team to lay the foundation of the project and discuss the scope. In this case, the end goal was not fully defined so we decided to use an explorative approach. Which meant working in an iterative way, regularly meeting with the client and integrating changes into the project as it progressed.

Before jumping right into developing the software we also did an in-depth competitor analysis, comparing their solutions and figuring out which technological approach would best meet the project requirements as well as our internal skill set. When it comes to Dr. Hartl Autoverleih's price calculator, we did not work from scratch but rather improved a current solution which meant also taking the current technology used into consideration.

Once we started developing, we met the Dr. Hartl Autoverleih team every two weeks, presented our progress, gathered feedback and discussed the next steps. This is a great method to ensure client satisfaction but can, however, have an impact on the timeline and cost of a project. The more defined a project is, the faster it can move forward and be completed.

Features We Implemented

- flexible pricing
- automated emails sent to the customer with their booking request details
- mobile friendly version
- automated voucher code generator
- hourly pricing option
- automatic car hire contract generation
- Fleet Management
- CRM integration

The Technology Behind It

React, Node, GraphQL, MongoDB, Docker, Red Hat OpenShift

Outcome of the Project

We successfully improved and implemented a price calculator for car rental according to the requirements of the Dr.Hartl Autoverleih team. Due to the explorative approach, the project lasted for the duration of 1.5 years, including many changes and adjustments throughout the project. Upon project completion, a retrospective feedback meeting highlighted the successes, failures, and learnings of the project to ensure an even smoother process in the future.

The small company can now offer a software solution that not only allows its customers to easily request a car rental online within minutes but has also significantly reduced the

workload of customer service and administration for the Dr. Hartl Autoverleih team. Moreover, a small company can keep up with its large competitors.

Below you can see the final product; a top-notch price calculator and booking request tool for online car rental in Vienna: