

# CAR RENTAL OFFERS WORLDWIDE



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in customer service through the use of ReplyOne

**SEMATELL**  
INTERACTION SOLUTIONS

# Carnect is increasing transparency and quality in customer service through the use of ReplyOne

Carnect, the special service provider of car rental bookings, is significantly reducing the processing time for incoming service requests, improving the quality of replies and creating a high level of transparency for all the processes of individual booking partners by using ReplyOne (formerly MailMinder). Read here how Carnect has implemented a customized solution for the current challenges in customer service in only six weeks with ReplyOne.

## The Challenge

If you need a rental car on vacation or on a business trip, you usually book online in a travel portal, on the website of the airline company or through a special rental car website. In very many cases, the booking is made via the Carnect system, a subsidiary of TUI Travel PLC. The service provider, based in Hamburg, is a specialist in the field of rental car bookings. In addition to four price comparison portals for car rental offers in various countries in Europe, the company supports more than 140 booking partners on its platform and provides the customer service for this partner.

As an agent for car rental bookings, Carnect is, at the same time, dependent on a very high level of efficiency and processing quality in customer service. Carnect previously processed e-mails manually with the customer service team. To answer queries in German, English, French, Italian and Spanish, the service staff assigned the correct sender address from more than 90 different e-mail addresses for each individual instance.

**“I am very satisfied with our decision to use ReplyOne. It was really worth us taking this step”.**

Gabriele Bergunde, Head of Customer Service & Operations at Carnect

Preliminary analysis and automatic response to queries did not take place. It was very difficult to obtain an overview of the most important service topics for each booking partner. With the growing number of booking partners, this manual solution was thus pushing the company more and more towards its limits, and the improvements required in efficiency could not be made. Gabriele Bergunde, Head of Customer Service & Operations at Carnect, therefore evaluated market-leading solutions and was quickly won over by ReplyOne. “We were impressed by the program logic with its process-oriented structure. ReplyOne has a high level of accuracy in the preliminary analysis of queries, supports several languages, and has the SABIO knowledge management solution – which was very important for us”.

## The Solution

With ReplyOne, the service team now accesses customer queries from the various booking partners and portals via a central platform. Incoming service queries are sorted automatically by booking partner and language in comparison with the existing booking system and assessed on a preliminary basis with regard to content using the patented categorization procedure. The reply process is partially automated and text modules are used, which are proposed by the system depending on the analysis of the contents. The text modules are managed centrally, thus reducing editorial effort, and the topicality of the answers is ensured over all communication channels. Although the majority of the queries are currently being received by e-mail, ReplyOne is offering Carnect a forward-looking solution, even with regard to the integration of other service channels in written form, such as chat or social media such as Facebook or Twitter.

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The integrated reporting component supplies relevant key figures by a simple mouse click, to create the required level of transparency. Using this management instrument, Carnect obtains a holistic view of all service processes for each booking partner.

## The Implementation

After Carnect decided on Sematell, the solution was implemented in less than six weeks. In a joint kickoff workshop, the operational and organizational structure of customer service at Carnect was first analyzed and documented. Process-relevant topics were identified jointly and corresponding categories defined for automatic preliminary analysis.

Thanks to the many different configuration options of ReplyOne, both the service organization and the processes could be reproduced quickly in the software. While Carnect supported the technical content aspects of the project and supplied text modules in various different languages, for example, Sematell carried out the configuration individually tailored to Carnect' needs in ReplyOne's workflow component and implemented the interface to the Carnect reservation system. Incoming customer queries can thus be automatically compared with the master data from the reservation system. The standard interface to SABIO knowledge management was also provided for Carnect.

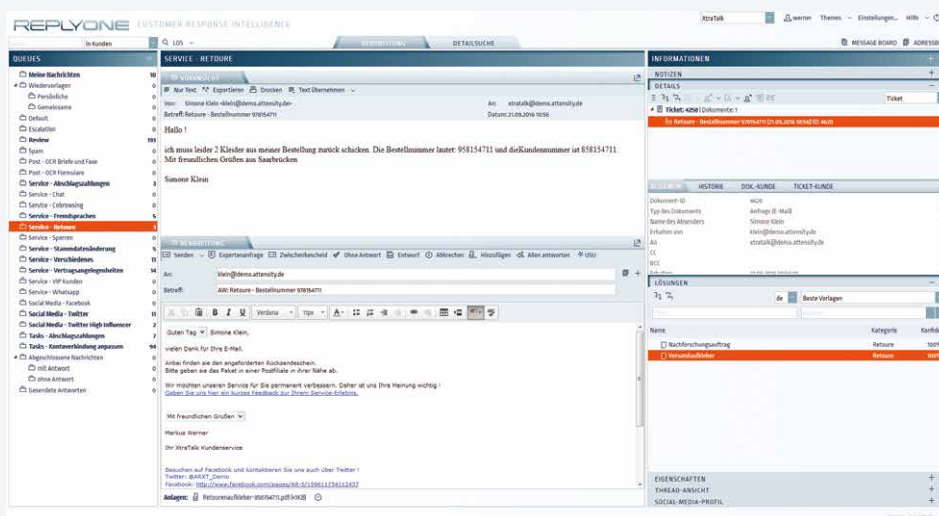
Only six weeks elapsed between the day of the workshop and the productive phase. “Our collaboration with the Sematell team was really very successful”, reports Gabriele Bergunde. “The challenge in defining the processes was that we at Carnect – as so frequently in the tourism industry – do not have 1:1 communication between company and customers, but centralized communication between several companies and their customers. This makes the processes considerably more complex”.

## The Success

Carnect now answers service queries for more than 140 rental car booking partners faster and with a higher level of quality – and enjoys complete transparency concerning the service processes of the individual partners at all times. The entire service process has become substantially leaner and more transparent as a result of the categorization and preliminary analysis of the queries, as well as the partial automation of the replies.

In addition, the company can supply reports both for internal use as well as for booking partners at all times, in order to identify relevant service topics and to plan customer service capacities on a better basis. The comprehensive reporting functionality now also provides Gabriele Bergunde with a precise overview at all times of how many service queries are being processed for each booking partner. “This also gives me a very high level of cost transparency”, says the Head of Customer Service.

The access to central, completely revised text modules ensures faster service with a high level of quality. “In the e-mail area, our processing times have now already been cut by around 20% – and we have not even raised all possible efficiency gains, as we of course still need to redesign and optimize various matters from our side. This was not that easy in the first few months of the live phase, as we had a very high volume on the platform due to seasonal factors”.



With ReplyOne, service employees can access previously defined templates and channel-specific text modules that they can use to answer inquiries. The underlying workflow is the same for all written service channels, which accelerates processing and ensures the response quality.

Gabriele Bergunde is particularly happy with the improved quality of service. "The Sematell solution enabled us to significantly increase communication both with customers and with our booking partners. Quality control was not really possible with our old solution. We now have complete transparency in the process and can also provide more targeted training for our customer advisors".

The service specialist already has new ideas and requirements that need to be integrated in the solution so that customer service can become even more efficient and function better. "I am very satisfied with our decision to use ReplyOne. It was really worth us taking this step".

## About Carnect

Carnect GmbH, based in Hamburg, is one of the leading service providers of rental car offers worldwide in the tourism industry.

Its core target groups include various tourism partners such as tour operators, airlines, travel agency chains and online travel agencies who want to extend their tourism services with rental car offers. In addition, Carnect GmbH operates its own websites for end customers in the most important source markets in Europe. The fast growing company has belonged to TUI Travel PLC, London, since 2007 and offers a connection to more than 140 local and international car rental companies and brokers on its rental car platform. It is also a member of the Open Travel Alliance. Carnect was founded in 1999 and in the meantime offers more than 24,000,000 rental cars in over 244 countries at nearly 177,000 stations.

[www.Carnect.com](http://www.Carnect.com)

## THE MAIN ADVANTAGES

- Short implementation time
- Minimal training required thanks to intuitive user interface
- Preliminary analysis and categorization of queries
- Significant reduction in processing time
- Reporting functions for very high level of transparency
- High level of customer satisfaction
- Fast return on investment



# REPLYONE

CUSTOMER RESPONSE  
INTELLIGENCE