

the rent  
company



## Customer story

# Complete integration for personalized interaction.

The Rent Company improves customer contact, efficiency and collaboration with Mobile Service Cloud.

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# 1. Introduction

Founded in 2004, the fast-growing company The Rent Company has the motto “access to digital education for everyone”. In the rental and sale of laptops for education, an exceptional service experience is paramount. To improve efficiency, insight, collaboration, and overview, The Rent Company uses Mobile Service Cloud in combination with VoIP telephony from Voys.

The Rent Company is a specialist in the field of digital learning: the company rents and sells full-service laptops in an accessible way to parents of secondary school pupils in the Netherlands and Belgium. Laptops are delivered preinstalled and personalized. In case of repairs, loaner laptops are available, and service, warranty, and insurance are well organized. This way the pupils have carefree access to the electronic learning environment, while the school and the parents don't have to worry about the laptops.

High service standards require good software for the customer service team. Mobile Service Cloud's integrated model proved to be the solution.

**“Accessible, approachable, convenience, security, and first-class service: these are keywords around which we organize The Rent Company. Our service is our marketing.”**

Willem van de Kerkhof, Director of Innovation, The Rent Company

## 2. The challenges

The Rent Company is growing at an estimated rate of about 30% each year. In the Netherlands, one in five pupils spread across five hundred secondary schools uses a laptop from the company.

New challenges arise with growth. With more customers, the number of contact moments also increases. The customer service team used to work with a shared mailbox in Outlook, a separate telephone solution, and an ERP system built in-house. The desire grew to streamline everything.

There were two major challenges:

**Integration.** The different systems were not connected. If someone called about a previous email, additional questions had to be asked to find the right data from the email and the ERP system. Ideally, customer and order information should be directly accessible during customer contact.

**Flexibility.** In education, you have to deal with peak moments. The start of the new school year always means more hustle and bustle. By employing students and flex workers, The Rent Company can continue to offer the desired service. The software must also be able to cope with this.



# 3. The solution

Mobile Service Cloud is the right solution. Due to the easy integration with the VoIP technology of Voys and their own ERP system Easy, all systems are now connected. Over the past 7 months, The Rent Company has handled over 94,000 customer conversations in Mobile Service Cloud, of which over 43% have been handled by phone via the VoIP integration. Does a parent call The Rent Company? Then Mobile Service Cloud immediately recognizes the customer through the link with both Voys and the ERP system Easy.

**“With the integration of Mobile Service Cloud with Voys and Easy, you don’t actually notice that you are working with different systems.”**

The Rent Company configured the new solution largely on their own. “The integration with VoIP was literally a matter of switching a button. We only invested in the connection with Easy, our own ERP system. That was a prerequisite for being able to do this. We were able to do the rest very easily ourselves, without any help from consultants or developers. The speed and being able to implement everything ourselves is a big advantage,” says Willem.

# 4. The results

Deploying Mobile Service Cloud has made customer contact easier and more personal. This results in more customer satisfaction, and makes the job more enjoyable for customer service agents.

The Rent Company notices three major advantages:

- More personal contact with customers
- More insight and efficiency
- Flexible collaboration - even remotely

### Complete integration for personalized interaction

Interactions with customers have become much more personal after implementing Mobile Service Cloud. During the conversation, the employee has an overview of all essential customer data. The employee no longer has to ask “what is your email address or customer number” or lookup data in various systems. The chances of different conversations with the same family now passing each other, or being answered twice, are virtually nil. The employee can now even proactively ask whether it concerns the laptop of the son or daughter of the customer, as this information is immediately visible. Because of the personal attention, the customer feels valued, and not treated as a number or a ticket. “The integration makes the contact very personal and that is distinctive for parents,” says Willem.

### An enriched customer profile for insight and efficiency

During the conversation, you like to have insight into a customer’s data. In a B2B2C structure, there is often a need for additional or customized information. The Rent Company not only has to do with schools, but also with multiple end consumers. Sometimes different people (the school, father, mother, or pupil) reach out about the same laptop.

The customer service employee then needs to know specific information to help the customer properly. In Mobile Service Cloud it is possible to add ‘custom’ information to customer profiles. This creates an enriched

CUSTOMER	
<strong>Profile</strong>	
Name	John Doe
Phone	0123 - 4564789
Email	john@doe.com
Customer since	<div style="width: 50%;"></div>
Revenue	<div style="width: 30%;"></div>
Orders	<div style="width: 10%;"></div>
Pupil 1	Nicholas Doe Gotham High College
Pupil 2	Clara Doe Gotham High College
<strong>Orders</strong>	
Order	#1315
Date	11-04-2018 17:32
Status	Paid, delivered
Order	#1191
	<div style="width: 50%;"></div>
	<div style="width: 50%;"></div>

customer profile with lots of data and insights, completely focused on the specific situation. You no longer have to click through different systems, but you can fully focus on the customer’s questions and needs.



For example, the customer profile may include:


- How long someone has been a customer
- Who the parents or guardians are
- Which pupils in the family have laptops
- Which school the pupils attend
- Which laptop and configuration is involved
- Status of an order or repair
- Contact history of previous calls and conversations

### Flexible collaboration - even remotely

Because all systems are now integrated with Mobile Service Cloud - in the cloud - collaboration and working remotely is a lot easier for the customer service team. Especially during the COVID-19 pandemic, this is a big advantage.

When Covid-19 arrived, The Rent Company's customer service team was able to quickly work remotely. The entire team received a package to take home: a laptop, headset, keyboard, mouse, and monitor. They only needed their accounts for Mobile Service Cloud, Easy and Voys. They would log in and get to work right away, Willem explains. "No matter where they are in the world. One of our customer service employees is living in Curacao for a year, but the customer doesn't notice that."

Willem van de Kerkhof, Director Innovation, The Rent Company concludes with a tip for other companies:



**"Make your customer service as flexible as possible, so that you can very easily adapt to the situation. Then when a pandemic like Covid-19 arises you can quickly adjust. Technology is no longer an impediment for us. We focus on the people."**



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