



EUROPEAN  
RENTAL  
ASSOCIATION

# Workshop Marketing and Digitalisation

New generations and  
attractiveness of the industry

*Fiona Perrin*

HSS Hire



*Please react on Twitter, @era\_rental*

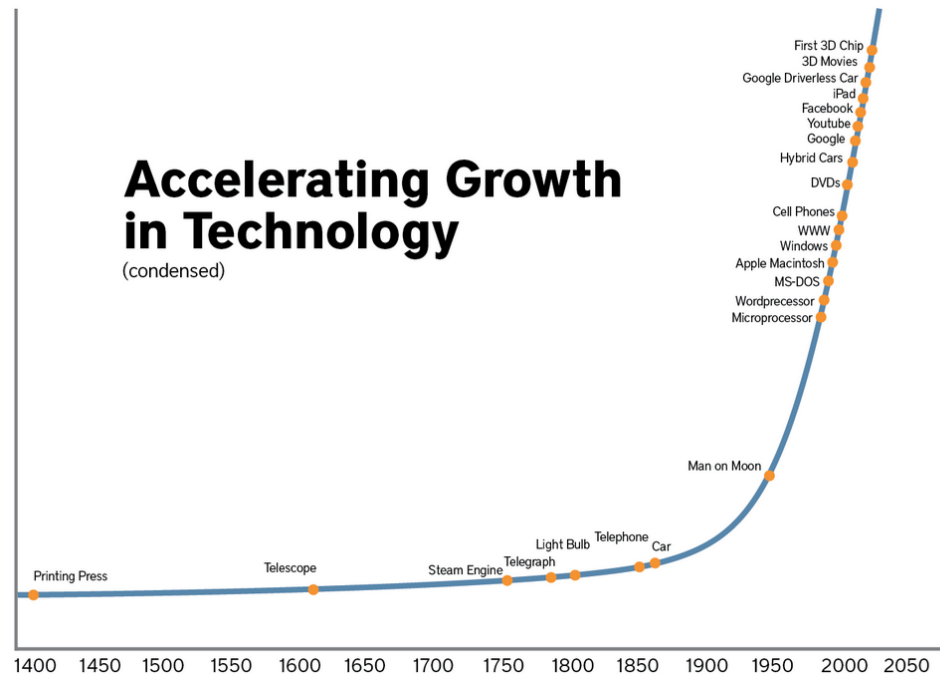


# ERA's 10th Anniversary!



EUROPEAN  
RENTAL  
ASSOCIATION

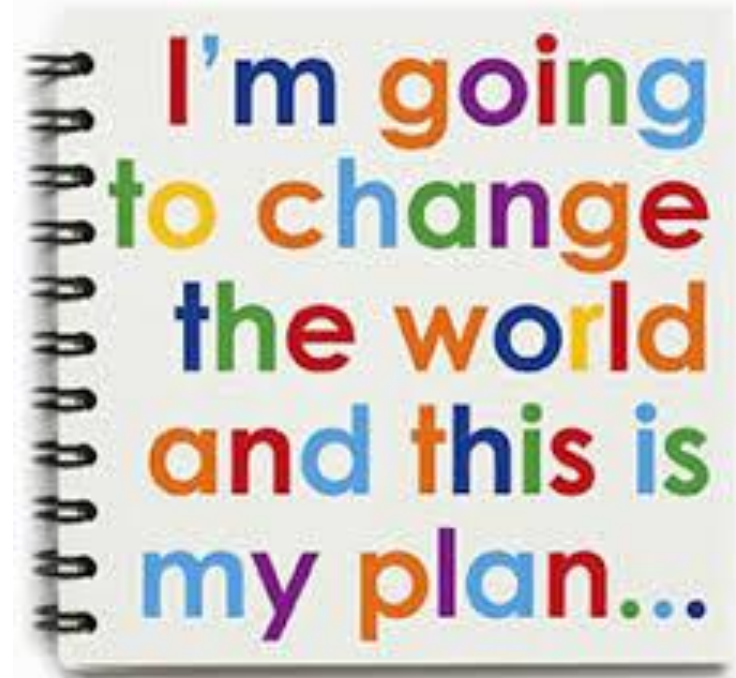
ERA Convention 2016, "The next 10 years", Stockholm, 08-09 June



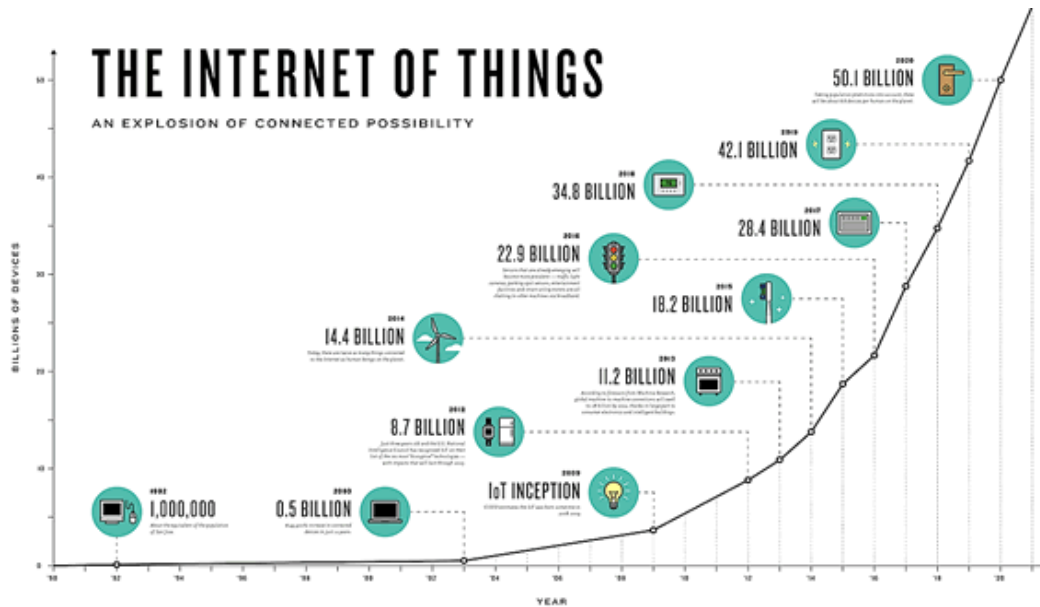
- We live in an exciting age of digital transformation
- We have a real opportunity to embrace technology for the benefit of our customers and colleagues
- This workshop is all about how rental faces into the next ten years and we want your participation and ideas

## Embracing Digital Transformation

- Our industry will be simpler, safer and more efficient
- We will play a role in the sharing and circular economies and help a sustainable world
- We will improve our service to customers
- We will attract and retain talent



## Opportunity: The Internet of Things

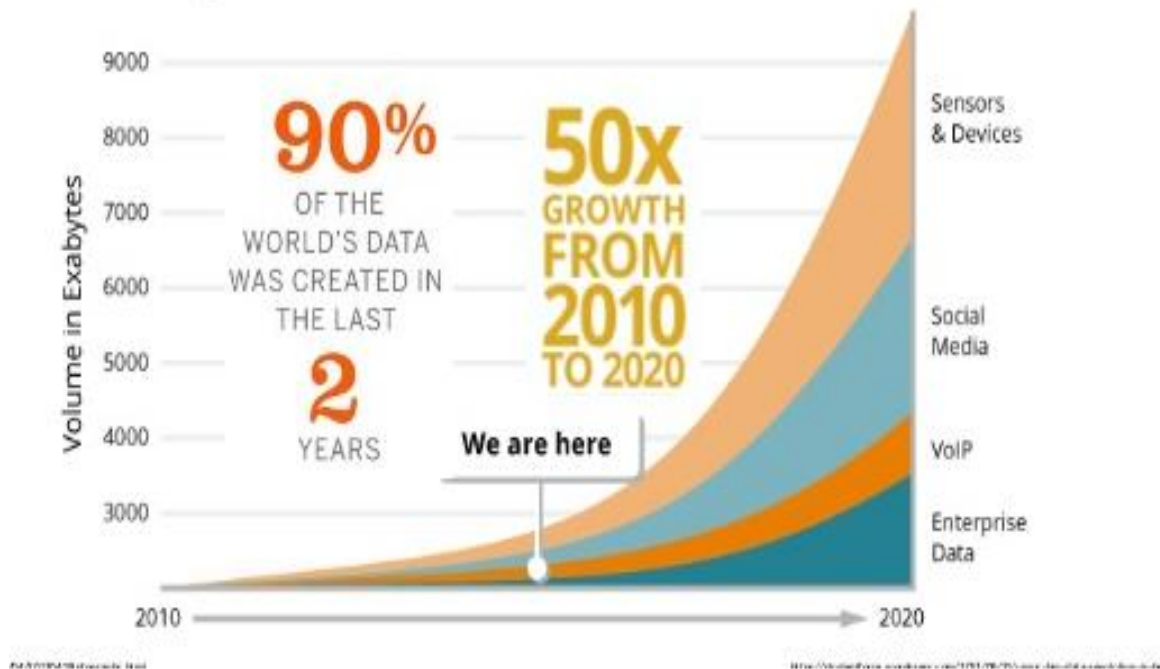


Source: *The Connectivist* based on Cisco data

*The internet of things (IoT) is the network of physical objects— devices, vehicles, buildings and other items—embedded with electronics, software, sensors, and network connectivity that enables these objects to collect and exchange data.*

- Already great examples in our industry – telematics, smart equipment, Remote Fleet Management
- What else should we be doing to improve our proposition to customers?

## Opportunity: Big Data



- How is our industry using “big data” to improve customer and colleague experience?
- What else should the rental industry be doing?

## Opportunity: Attracting Talent

- How do use technology to make rental a great industry to work in?
- What if we could attract and retain top talent from Generation Y?

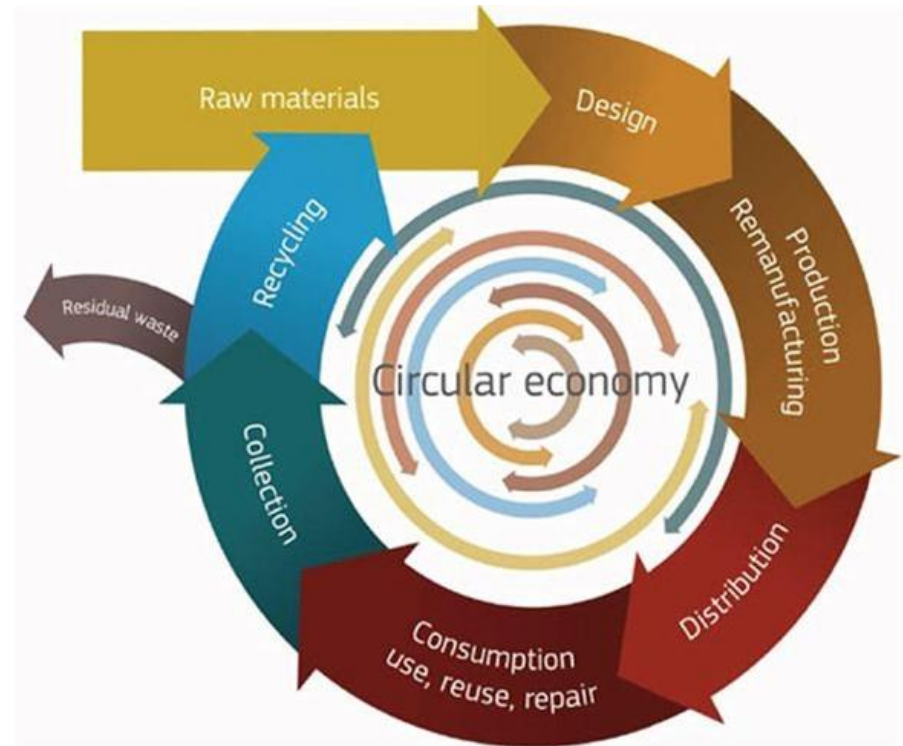


*61% of millennials are worried about the state of the world and feel personally responsible to make a difference. Huffington Post*

*65% of Millennials say losing their phone or computer would have a greater negative impact on their daily routine than losing their car. Zipcar*

## Opportunity: Sustainability

- Millennials want to work in industries that contribute to a more sustainable world
- Rental has a real role to play in the circular or sharing economies
- How do we build the profile of rental as central to a more sustainable future?



*Equipment rental companies:*

*Re-use equipment to save manufacturing resources*

*Influence design for improved sustainability*

*High operational standards to drive better energy efficiency, noise reduction and Health & Safety*

# The Nine Elements of Digital Transformation

*(MIT Center for Digital Business)*

- **Customer experience**
  - Customer understanding
  - Top-line growth
  - **Customer touch points**
- **Transforming Operational Processes**
  - Process digitization
  - Worker enablement
  - Performance Management
- **Transforming Business Models**
  - Digitally modified businesses
  - New digital businesses
  - Digital globalisation

“Customer experience is at the heart of digital and digital is at the heart of customer experience”

*Digital Transformation in the Age of the Customer, Accenture*



*Introducing the  
Total Cost of Ownership calculator  
from the ERA*

## Our Workshops

Two key questions:

- What does the rental industry need to do to embrace digital transformation?
- How do we attract and keep younger talent in this digital world?