



EUROPEAN
RENTAL
ASSOCIATION

How to connect and better interact with tomorrow's customers

Pierre-Yves Rallet

Loxam



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ERA Convention 2018, "TOMORROW'S CUSTOMERS", Vienna, 23 and 24 May

Today's workshop

- A quick update on the works of the Promotion Committee
- Presentation on “Connecting to Customers through Innovation” - Pierre-Alain Masson
- Workshop on two important questions related to “Tomorrow's Customers” and digitalization (group of ten)
- Gather our conclusions and report back to the Plenary Session



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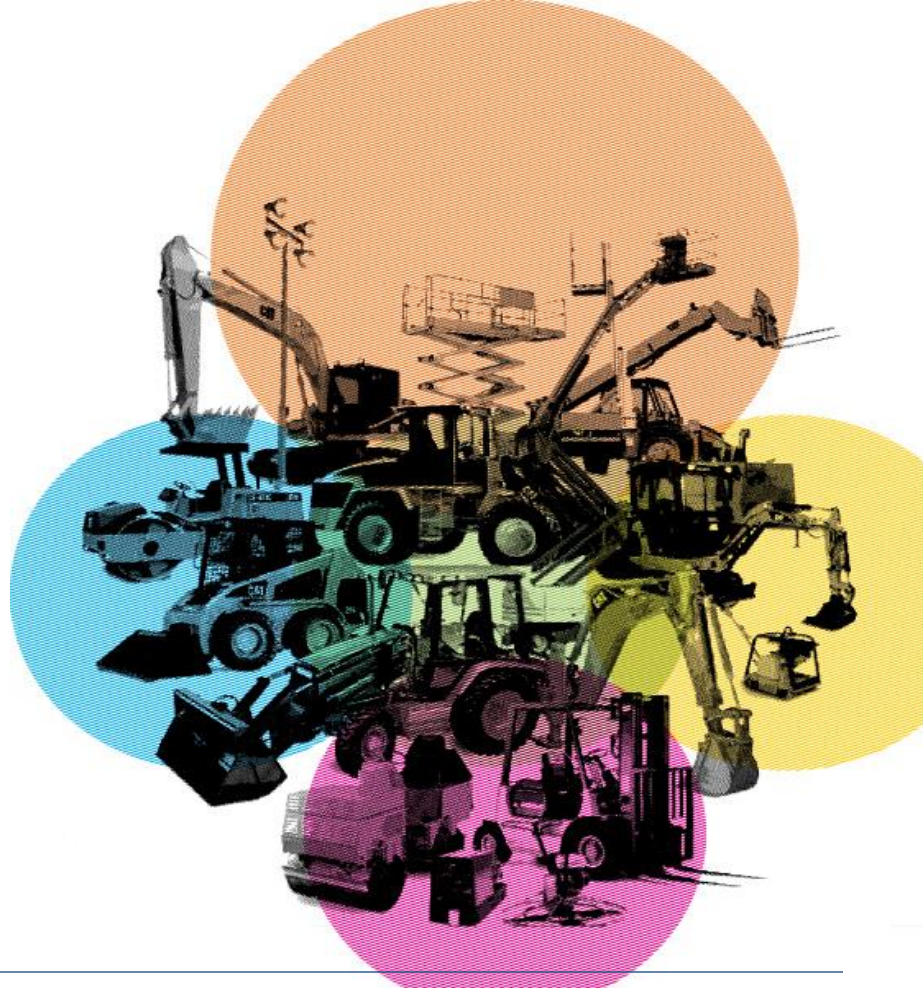
Achievements of the Promotion Committee in 2017/18

Pierre-Yves Rallet

Chairman, Promotion Committee



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Communication

- Use of a PR agency to spread the benefits of rental
- E-books
- YouTube channel
- ERA website
- Social Media (twitter on website)

Convention

- Preparation of the programme
- Organisation of the Workshops

Special projects

- LBR project

ERA Convention 2018

Members of the Promotion Committee

Chairman	LOXAM	Pierre-Yves	Rallet
Associations	Assodimi	Gian Luca	Benci
	BBI	Ina Maria	Brämswig
	ASEAMAC	Jose	Blanco
	HAE	Ann	Harrison
	IPAF	Jo	Power
Rental Companies	A-Plant	Asif	Latief
	Avesco	Clotilde	Jouette
	Boels	Bjørn	Kreijen
	HKL	Ulf	Boege
	HSS Hire	Dave	Raywood
	Nacanco	Stelio	Girardi
	Ramirent	Franciska	Janzon
	RIWAL	Kris	Desmedt
	VENPA	Enrica	Pege
	Zeppelin Rental GmbH	Dominik	Baumann
Associate Members	Caterpillar	Isidro	Arosemena
	Hitachi	Joep	Van Den Maagdenberg
	KHL Group	Murray	Pollok
	Generac	Alessandro	Rossi
	Generac	Serge	Bazin

Last campaign in February 2018:

- Subject: recruitment and retention in the European Rental business
 - Based on the findings of the study presented at the 2017 ERA Convention
“How to compete with other industries in securing talent for the future?”

SUMMARY OF COVERAGE

11 PIECES OF COVERAGE:	1.16M ONLINE READERSHIP:	15.7K ESTIMATED COVERAGE VIEWS:
24 SOCIAL SHARES:	22 AVERAGE DOMAIN AUTHORITY:	12.5K CIRCULATION:
7 MARKETS:		

Campaigns comparison

CAMPAIGN PRESS RELEASE	PIECE OF COVERAGE	MESSAGE PENETRATION (AVERAGE)	ESTIMATED AVE* (VOLUME)
Statistics Report (1) October 2014	14	2/3	€20,270 (3:1)
Sustainability Campaign (2) April 2015, June 2015	17	3/3	€54,575 (5:1)
Statistics Report (2) October 2015, November 2015	27	3/3	€64,132 (3:1)
Circular Economy (1) December 2015	12	3/3	€19,572 (3:1)
Total Cost of Ownership (2) June 2016, January 2017	20	3/3	€32,362 (4:1)
Market Report 2016 (2) November 2016 – Jan 2017	23	3/3	€60,245 (4:1)
Sustainability brochure (1) April 2017	10	3/3	€12,000 (2:1)
Market Report 2017 November 2017 – Jan 2018	16	3/3	€40,500 (5:1)
Recruitment & Retention 2018 February 2018 – April 2018	11	3/3	€17,595 (3:1)

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Use of a PR agency to spread the benefits of rental

Examples of publications reached



Publication of 2 e-books

- Best practice in recruitment and retention of millennials in the rental industry
- Best practice for digitisation and IT in the rental industry

ZEPPELIN RENTAL

CASE STUDY E-COMMERCE: ZEPPELIN RENTAL

Dominik Baumann, Head of Marketing and Selection Views, Head of e-Commerce and Digital Business, explains how digitisation has made a positive impact on their business - and built strong foundations for future growth.

Zeppelin Rental has undergone a digital revolution. In 2016 it digitised its entire business model, including switching to online rental offering to customers. This pioneering work saw Zeppelin Rental win the Digital Innovation Award at the European Rental Awards 2017.

With the launch of online rental in September 2016, Zeppelin Rental became the first rental company in Europe to provide its customers with a completely online rental process. This includes real-time availability of its rental fleet of more than 100 rental locations, along with specific terms and conditions brought directly to the user's screen.

Online rental exceeded all expectations. In just four months, over 1,200 people registered to use the service - and more than half were new customers.

"In order to build an e-commerce ecosystem we talked to every department of our company to find out their requirements," said Sebastian. "For example, we looked over 100 members of the sales team in webinars to explain the benefits of online rental. They were very enthusiastic and key drivers for success."

"We fully integrated e-commerce with our IT infrastructure. This makes it a much better customer experience. It is the same as walking into a branch in terms of pricing and availability."

Zeppelin Rental built on this success with an app for iPhone and Android in November 2016, which was downloaded over 1,000 times in less than six months. In late 2017 it will launch 2.0 which enables users to customise the app according to their specific business needs.

Key Points

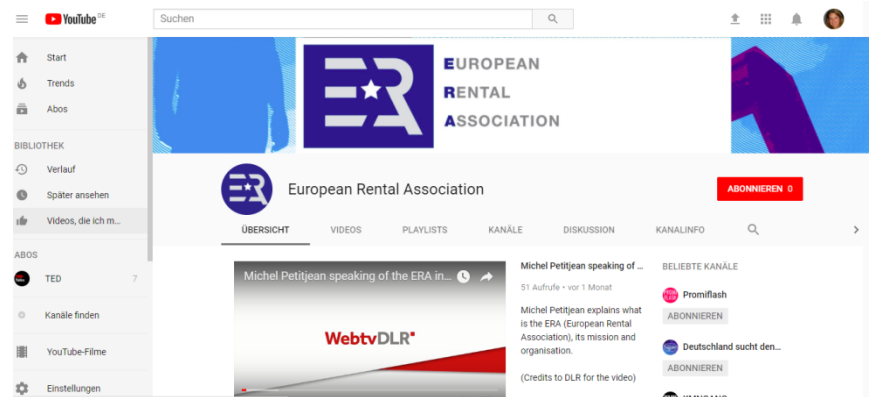
- Talk to every department to find out its requirements
- Invest in employee training and education to ensure strong buy-in
- Be prepared to face challenges along the way

COMPANY PROFILE

- 1,236 employees
- More than 10,000 rental items
- 6.563 million turnover in 2016

Creation of a YouTube channel

- https://www.youtube.com/channel/UCwZ_zlcCOW-fJXeTZoeQ0pw
- will be regularly fed with new videos, either produced by ERA itself or by national rental associations / member companies.
- Objective: increase the visibility of ERA and, hence, of the equipment rental business in Europe, using a modern communication channel.

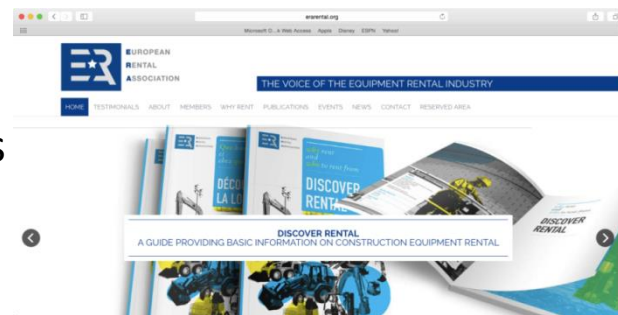
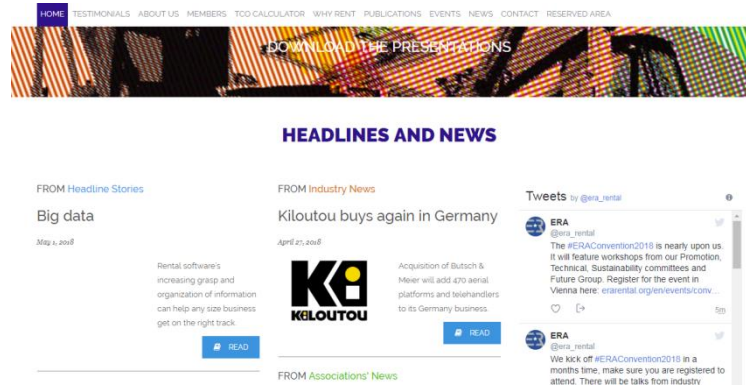


ERA Website and social media

- Mobile responsive, multilingual
- Primary platform for ERA communication
- Integrated with social media:
 - Building audience and activating channels
 - 668 Twitter followers
 - Linked In posts
- Next step is to move to video and active content management

ERA Website Audience : Between 1500 and 3000 visitors per month

- 67% are new visitors
- Visitors come from
 - #1 US (12%), #2 UK (11%), #3 Italy (10%)



[Calculator](#) [How it works](#) [Contact us](#)

ERA Calculator Total Cost of Ownership

A comprehensive total cost of ownership calculator



What is the real cost of owning and operating equipment? An indepth study by MBA students at the Solvay Brussels School of Economics and Management set out to find the answer – interviewing senior leaders in

Launched in 2016

<https://equipmentcalculator.org/en>.

Login

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Password

Remember ☐[Login](#)[Have you forgotten your password?](#)

DOWNLOAD THE APP

Available on [Apple](#) and [Google](#)

Click Here!



ERA Calculator TCO : About 250 visitors per month

- 87% are new visitors
- Visitors come from #1 Portugal (17%) #2 France (12%) and #3 US (8%)
- 730 registered users

- Beginning of 2017, new project (LBR project) to complete the scope of the TCO analysis:
 - by including the lease options, both financial and operating,
 - by introducing the risk factors associated to the operation and the management of construction type equipment.
- Phase 1: analysis of Lease vs. Buy vs. Rent, including motivations, cost analysis, risk measurement, etc.
- Phase 2: expansion on the first part of the project and comparison of calculations showing the LBR sensitivity to different factors, with real examples from contractors.

Among the future works of the committee:

- Strategic communication review
 - Based on the result of the strategic session carried out in March / April,
 - With the objective of setting the strategic goals of the organisation for the coming five years.
- The Positive Environmental Impact of Rental
 - First phase: scientific project,
 - Second phase: communication of the findings

And now let me hand over to Pierre-Alain Masson...

Questions:

- Do the online market places have a chance to fulfil the rental needs of the customers of the equipment rental industry in the future? Risks and opportunities for the rental business
- Please list and prioritise the processes / domains in the rental companies that could be impacted by digitalisation and explain how the customer experience will be affected