EUROPEAN
RENTAL
ASSOCIATION

Recent achievements of the Future Group

Alice Henault, Future Group

Please react on Twitter, @era_rental, #eraconvention2019

- Created in January 2016
- Objective:
  - A group of managers issued from younger generations should provide their thoughts and vision on strategic issues.
- Not a Committee but a working group:
  - Reserved to rental companies, not only members of ERA
  - No chair
- The group represents the diversity of the industry, of the geographical areas of Europe and of the basic functions of a rental company.

ERA Convention 2019

The members of the Future Group

A-Plant	Asif	Latief
Avesco Rent	**Clotilde**	**Jouette**
Boels	**Thomas**	**Bruinsma**
Boels	**Roland**	**Meurs**
Bredenoord	Vincent	Weijermars
Germans Homs	**Vicenç**	**Homs**
Gomez Oviedo	**Nicanor**	**Piñole**
Gomez Oviedo	**Gloria**	**Gomez Embil**
Industrial Access	**Stefan**	**Ponea**
Jungheinrich	**Charlotte**	**Noack**

- Identification of 3 priorities:
  - People
  - Customers
  - Technology

- Report delivered at the 2017 Convention on “How to compete with other industries in securing talent for the future?”

- Best practices:
  - HR KPIs and Talent Analytics
  - Social media (in terms of recruiting and retaining)
  - Exit interviews

- Job positions in the rental industry – description and profiling:
  - Collection and categorisation of job positions in the equipment rental industry
  - Allocation of the positions in the customer journey
  - Profiling of selected job positions with a visionary focus (Branch Manager)

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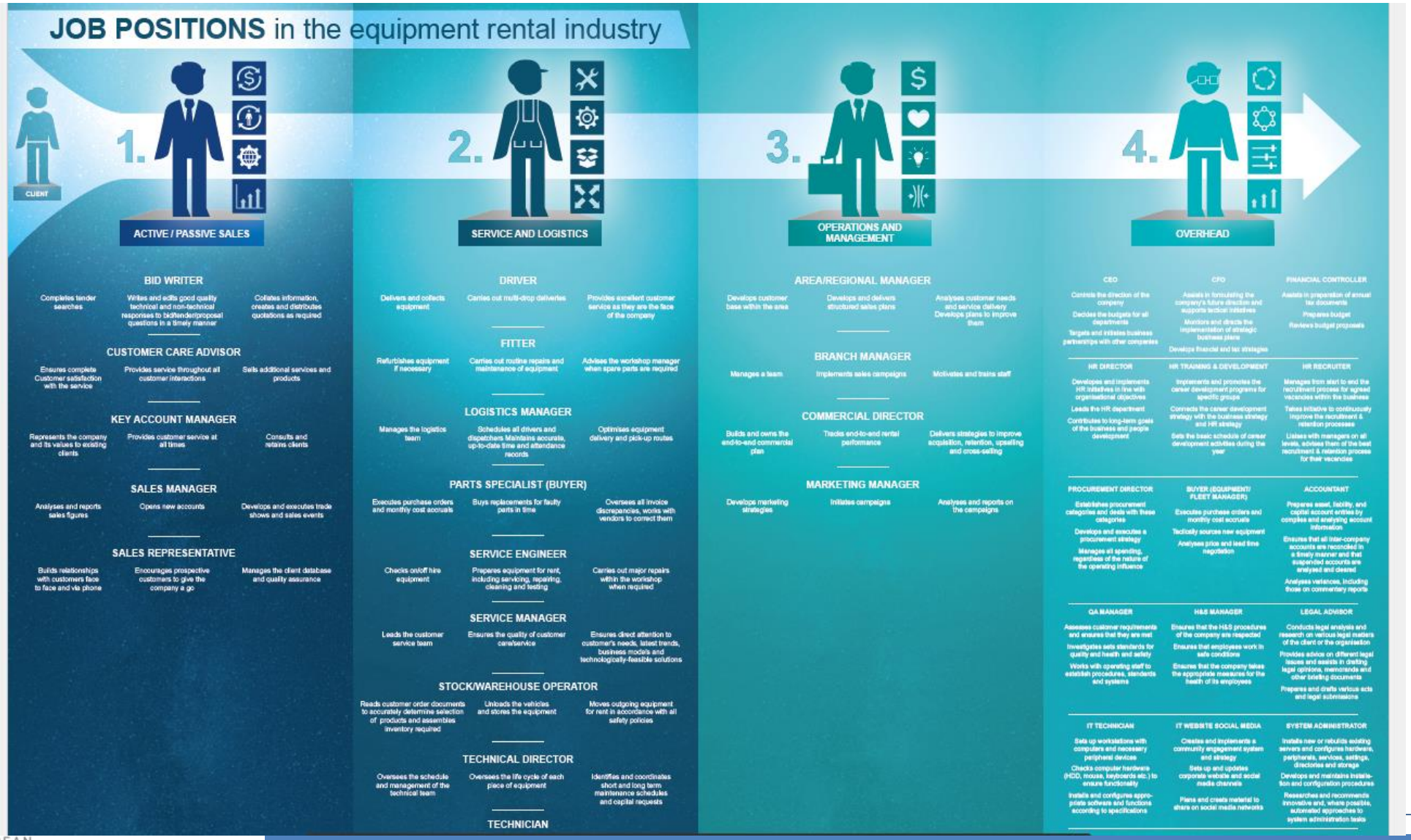

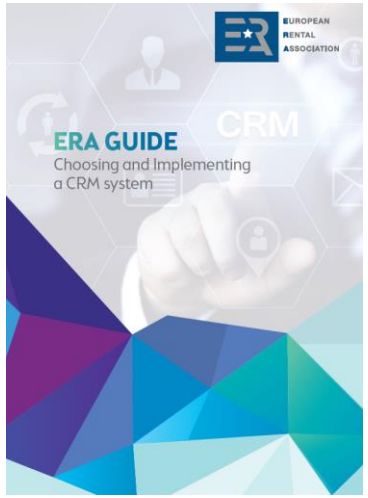

- CRM Guide:
  - helps rental companies seeking a CRM provider and implementing a CRM system,
  - explains why CRM is important,
  - analyses why it is vital to choose a CRM solution that is designed specifically for rental companies.

- In-depth web and social media survey:
  - Evaluation of the online presence and style of communication of the ERA members,
  - Findings presented in an individual report.

- Online platforms:
  - Grid of analysis listing the various online rental platforms, mostly in Europe
  - Meetings with several online rental platforms (USA, Germany)
  - Monitoring of the platforms and of their development

- Potential new topics for the Future Group:
  - BIM
  - Augmented Reality / Virtual Reality
  - Big data and monitoring of external data influencing the rental business
  - Artificial intelligence