



EUROPEAN
RENTAL
ASSOCIATION

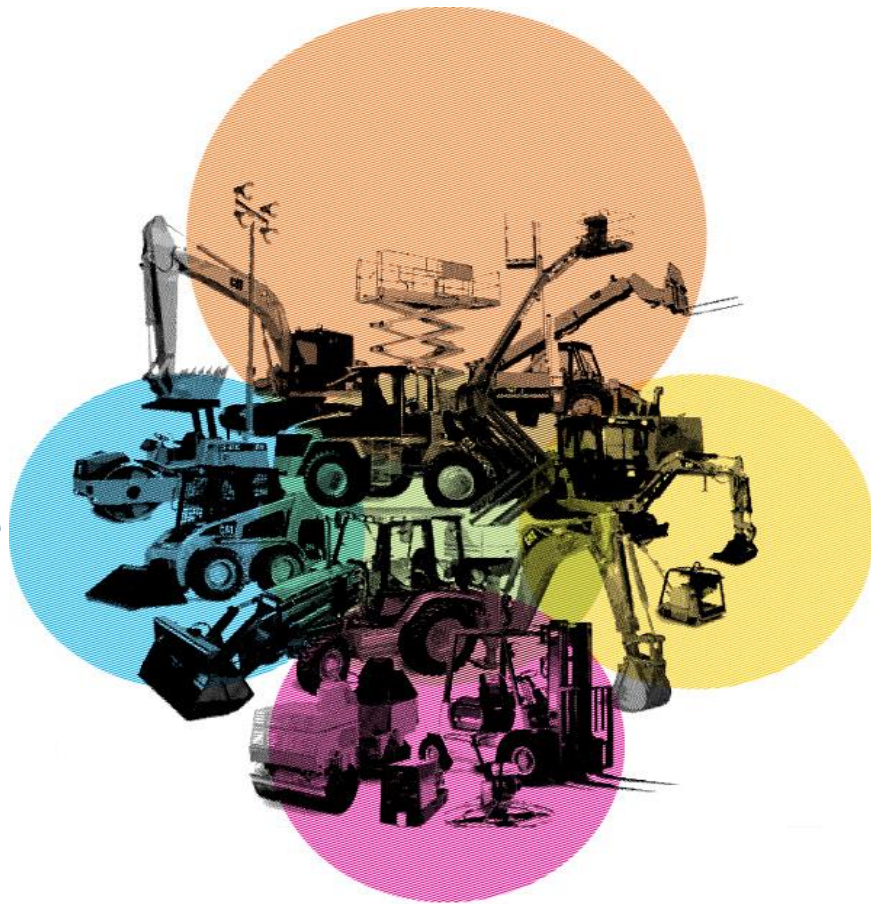
Using data to improve the customer experience

Norty TURNER,

 **United Rentals®**

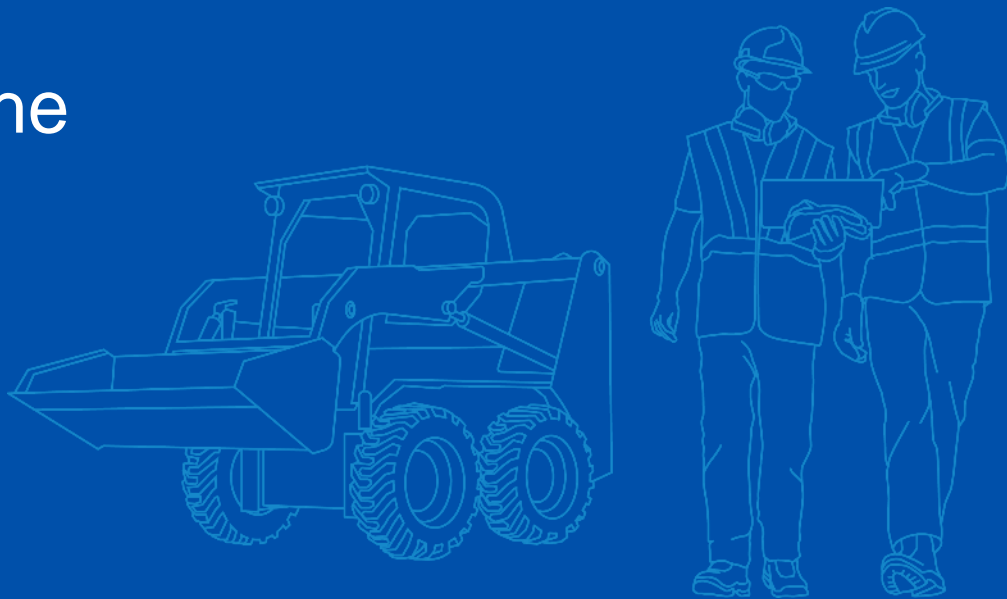


Please react on Twitter, @era_rental



Smart Rental:

Using data to improve the customer experience





What is Smart Rental

- Look from customer perspective
- Improve their experience
- Keep their projects on track
- Help their teams work efficiently
- Ensure their safety

The current digital appetite as a whole demands so much more.

Our customers need more.



4 ways to work smarter



**Providing equipment
transparency**



**Providing
insights**



**Enabling fleet
management**

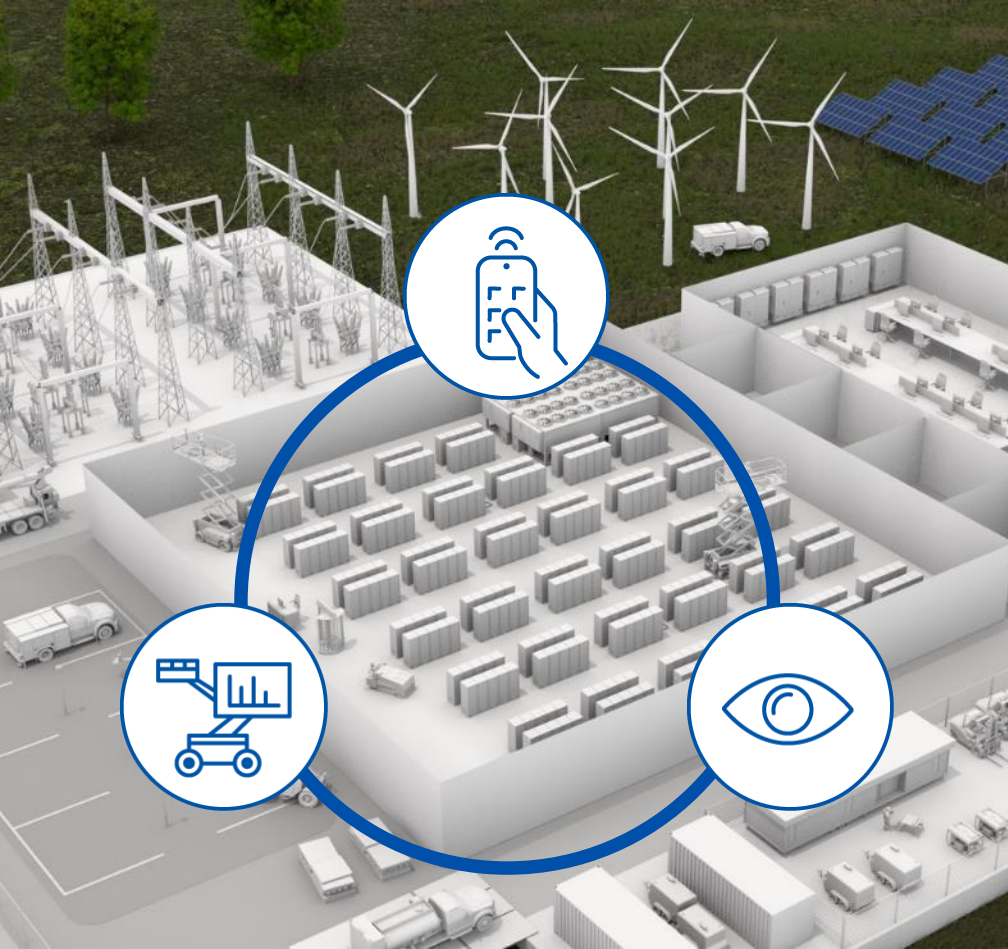


**Ensuring anywhere
access**

1. Providing equipment transparency

Telematics-enabled fleets feed
GPS data back to teams



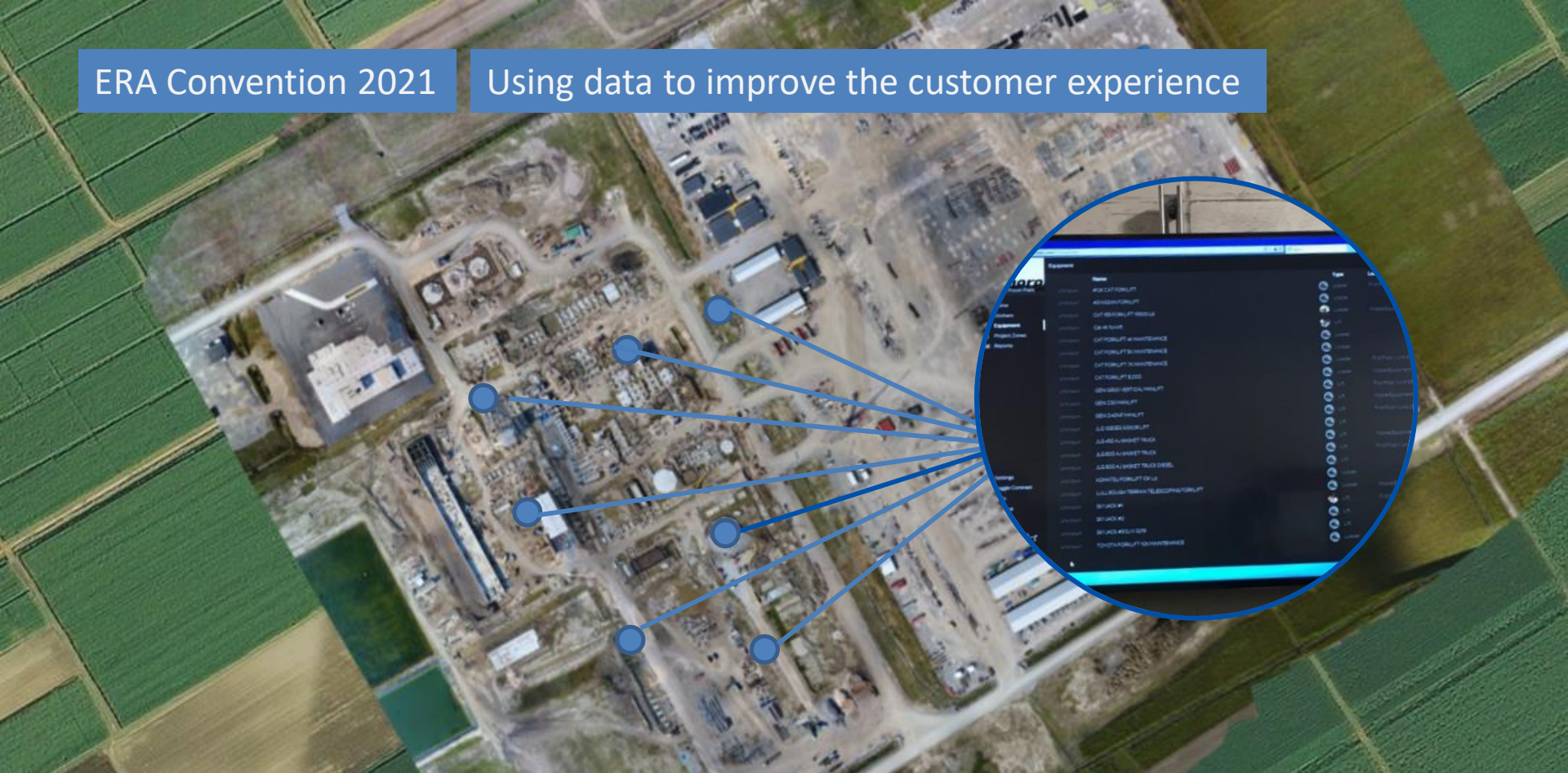


GPS fleet tracking technology

- Tells customers exactly where their equipment is located
- Provides the right data for fleet strategy
- Stops time-consuming searches for equipment
- Lessens the amount of downtime and costly labor hours

ERA Convention 2021

Using data to improve the customer experience





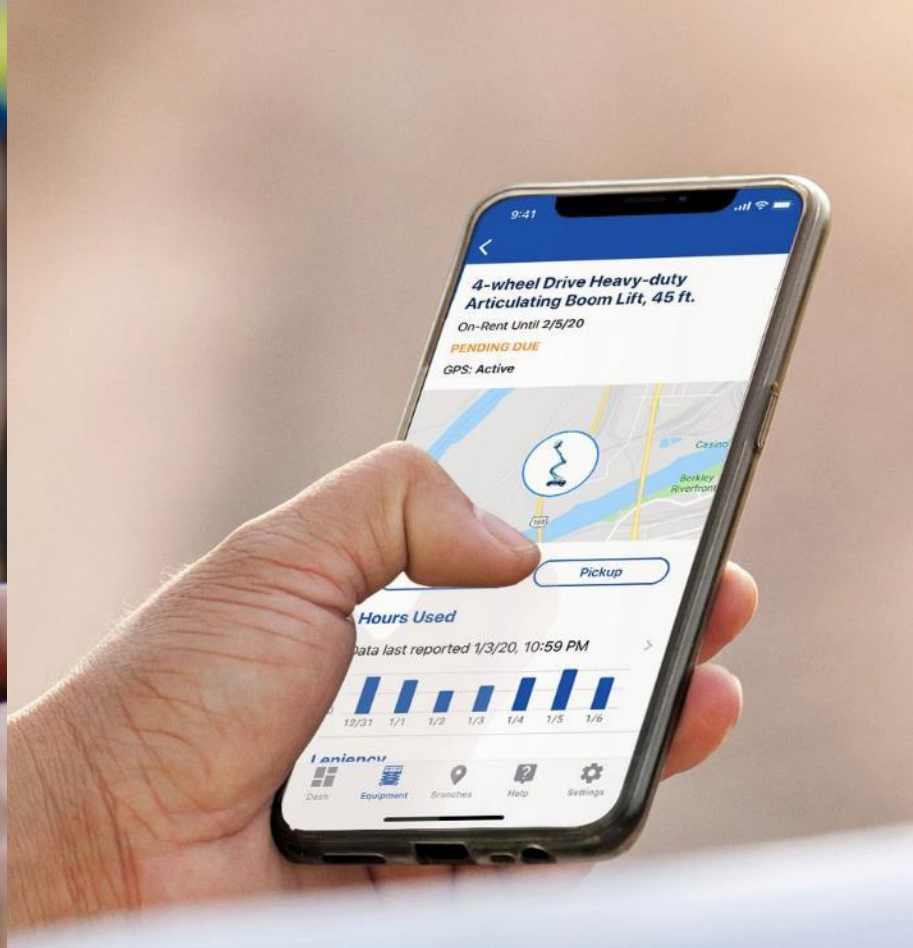
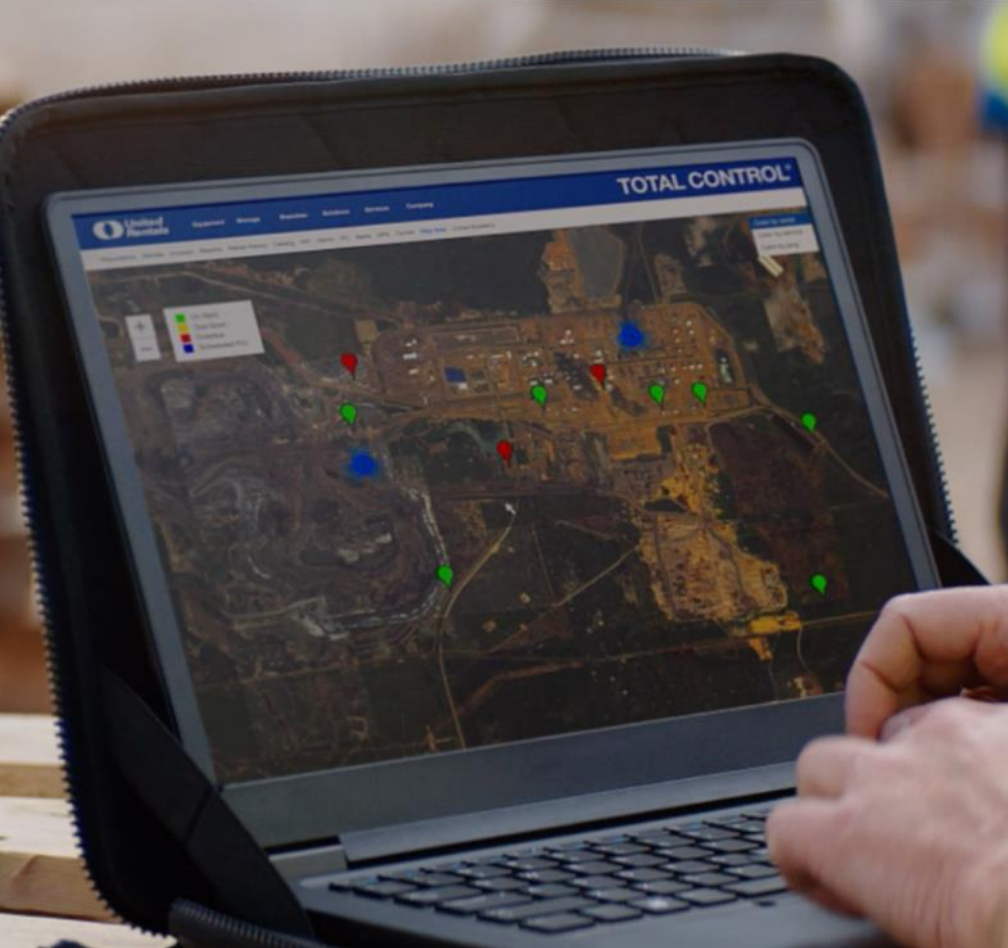
Telematics is not one-size-fits-all

- Aerial equipment benefits from insight into platform height
- Speed is a “must know” for vehicles
- Now, we can help customers track
 - Tanks
 - Trailers
 - Portable Restrooms
 - Other assets

2. Enabling fleet management

The right tech in place can provide the right data and help inform the right decisions







Right data

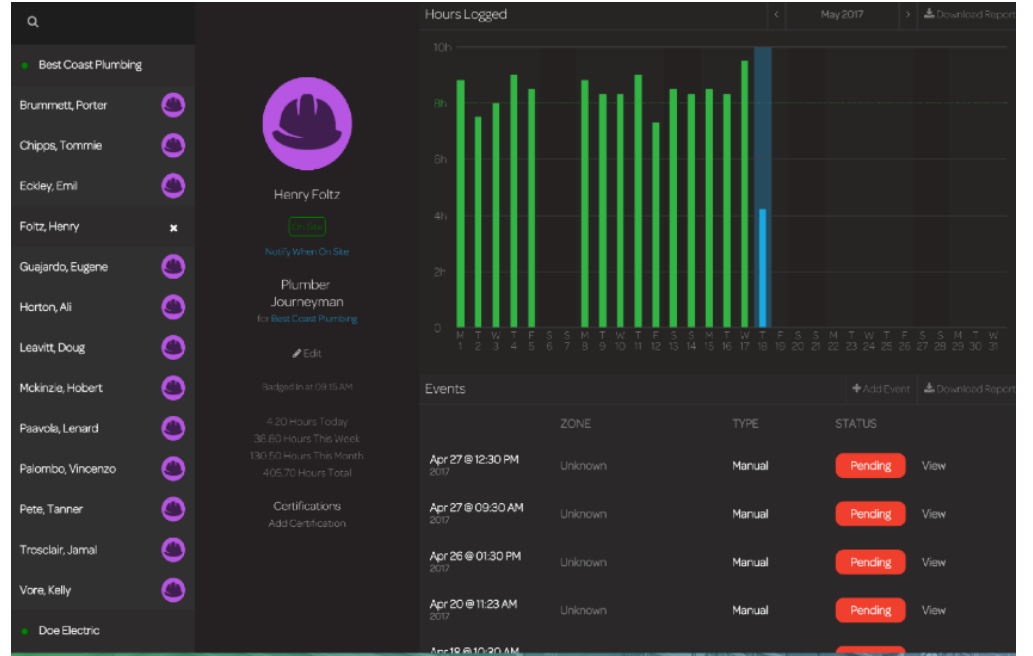
Right hands

Right place

3. Providing insights

The insights our customers need to drive a better, safer, more productive worksite go beyond equipment.







Data benchmarks tells customers

- Where they can improve
- How they compare to competition

4. Ensuring access anywhere

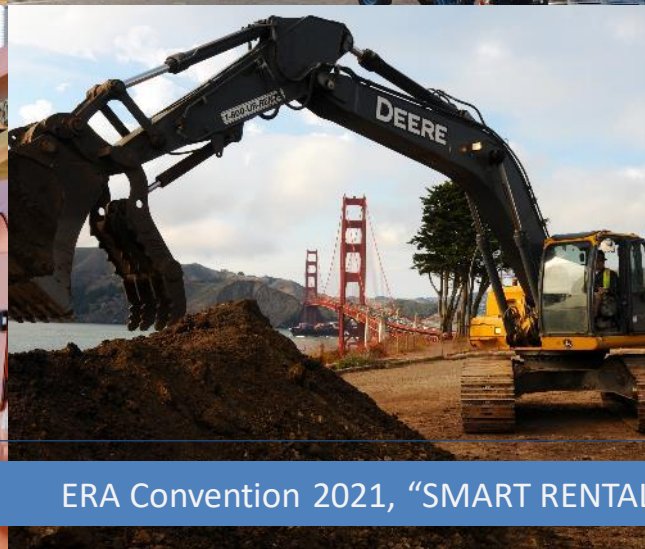
Keep tabs on dozens or even hundreds of pieces of rental equipment on a jobsite





Our mobile app technology supplies:

- Delivery status
- Service requests
- Equipment utilization





Thank you