

2019 North America Rental Car Satisfaction Study

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As rental car companies keep an eye on profitable revenue growth, productivity, cost control, and fleet management, they also need to maintain a strong and keen focus on serving their customers. Rental car companies that understand their customers' expectations and rental experiences are better positioned to target performance improvement initiatives that may increase overall customer satisfaction, brand loyalty and advocacy, and maximize sales. The study is continuously fielded throughout the year.

THE SOLUTION

The **J.D. Power 2019 North America Rental Car Satisfaction StudySM** measures customer satisfaction with the entire airport rental car experience, from reservation to vehicle return. Rental car companies may use study findings to:

- Measure critical components that drive overall rental car satisfaction at North American airport locations
- Identify areas of strength and weakness for each rental car company
- Align strategic planning and improvement initiatives with core customer desires and needs
- Benchmark customer satisfaction with North American rental car companies

THE BENEFITS

A study subscription provides access to the tools you need to gain a comprehensive, in-depth understanding of how your company is performing and identify areas that may need improvement.

Study deliverables include:

- Executive Briefing—Customized executive presentation and in-person discussion that includes data-driven, actionable recommendations for achieving strategic goals
- Access to VoX 3.0—Our proprietary customer experience measurement and management solution that combines globally recognized industry benchmarks, an innovative platform, and our data and analytics expertise
- NPS[®] Benchmark Metrics – Net Promoter Score (NPS) allows for easy brand-to-brand comparisons within and across industries.
- Access to competitive data sets, allowing a comparison of your company's performance against competitors, the industry, and the highest performers
- A customer comment file that allows your company to hear directly from your customers

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RESEARCH SOLUTIONS
ENABLE RENTAL
CAR COMPANIES TO
TARGET PERFORMANCE
ACTIVITIES THAT HAVE A
DIRECT IMPACT ON ROI.