



Smart Identity is becoming the new normal

How to make it happen for car rental providers?

Renting a car can involve multiple administrative burdens that hinder client experience. Rapidly advancing technologies and evolving customer expectations create new opportunities for car rental service providers. How to leverage on cutting-edge technologies, respond to growing demands in terms of customer experience while managing risks?

What is at stake?

The following key challenges need to be addressed by car rental service providers to remain competitive and thrive in a digital world:



Reduce fraud and theft

From identification to service provision – how to enhance security without impacting client experience?



Optimise processes and cut costs

Reduce administrative burden for your personnel so they can focus on commercial relationships – how to meet customer demands without impacting profitability?



Enhanced customer journey

From renting at the airport to in-car payments – how to ensure a seamless and easy experience for clients?

+38%

CAGR for the automotive artificial intelligence (AI) market between 2017 and 2025

62%

of millennials are interested in using biometrics for payments

1/3

of new cars in 2025 will use biometrics

Why Smart Identity matters

Know your customers better: there is a real incentive to better understand the needs and preferences of clients, and propose adequate services as well as upgrades that they will accept.

Improve processes and increase security: identification processes become faster and more reliable – you know exactly who is renting the car with no administrative burden.

Level-up customer experience: the use of multiple tokens (Passport, ID, work contract, guarantees) for renting vehicles can become an inconvenience – ensure clients fully enjoy the experience.

Build an inclusive environment: car rental is only one part of the journey – enable an environment where car rental, parking, shopping, and other services can be used by your customers.

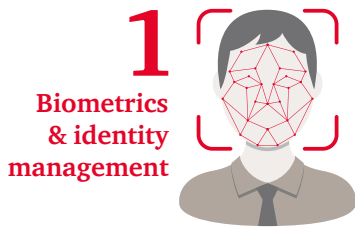


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Smart Identity - what is it all about?

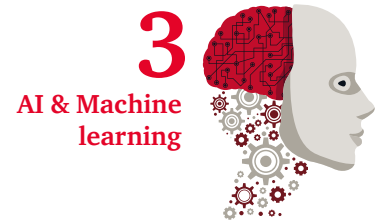
Smart Identity is enabled by unlocking the power of **three key technologies**:



Instantly know who your client is, with certainty



Automate low added-value tasks, and respond to situations when they occur.

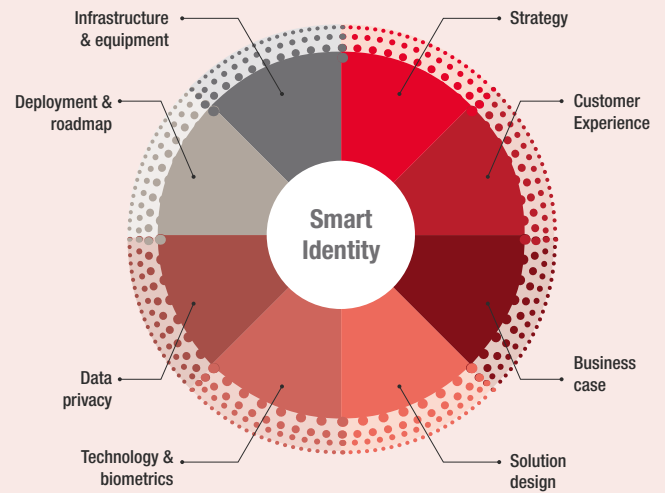


Rapidly learn from past events and continually improve.

How we can help

We provide a variety of services **from strategy to execution**. We have extensive proven expertise in all the topics required to deliver such projects, as well as successful public-private collaborations worldwide. Examples of assignments we have delivered are the following:

- Strategy and roadmap,
- Feasibility and cost-benefit analysis,
- Digital transformation and customer experience,
- Biometrics and AI,
- Data protection,
- Security, IT systems, Blockchain,
- Support the deployment of the solution.



Key clients

We work with clients from different sectors and industries such as airlines & airports, transportation, hospitality, banking, public sector, retail and energy.

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