

The logo for Thunder, featuring the word "THUNDER" in a bold, white, sans-serif font inside a purple trapezoidal shape that tapers to the right.

# Fox Rent-A-Car Rolls Out Service Cloud, Optimizes their Customer Experience

A background image of a woman with long brown hair, smiling and looking at a laptop. The image is faded and serves as a background for the top half of the page.

Fox Rent-A-Car reimagines their customer service business and chooses Thunder to navigate business transformation strategically, and tactically.

The Salesforce logo, which is a blue cloud shape with the word "salesforce" in white lowercase letters inside.

salesforce

Service Cloud



Service Cloud Voice



Messaging



Analytics Studio

Three short, parallel, slanted lines in a dark purple color, positioned above the "OBJECTIVES" section header.

## OBJECTIVES

The Fox Rent-A-Car customer success team struggled to keep pace with their growing business. Systemic to their painpoints were disparate tools and processes that made it impossible to provide a consistent and informed customer experience.

## SOLUTIONS

Fox Rent-A-Car sought to raise the bar in their customer experience by providing support agents and managers with a more contextual view of their customers. To accomplish this, they partnered with Thunder to help them reimagine their tech stack on Salesforce Service Cloud and optimize their business processes to make the most out of their investment.

Led by their visionary CTO, Guarav Kohil, Fox Rent-A-Car and Thunder embarked to redefine the customer experience and become a leader, once again, in the space.

## AT A GLANCE

### CHALLENGES

- Disparate channels
- Slow case resolution
- Lack of efficient routing capabilities
- Lack of process visibility

### BENEFITS

- Experience consolidation
- Car rental app
- Service Cloud Voice
- Increased visibility



## BENEFITS

### Consolidate customer experiences

Unify customer, reservation, and service channels onto Service Cloud to achieve customer centricity.

### Car Rental App

Purpose built Car Rental App enriches Agent experience and improves productivity.

### Service Cloud Voice

Service Cloud Voice with IVR directs customers swiftly to the right agent & gives agent context in advance.

### Increased visibility

Supervisors have access to real time reports and dashboards and can provide support for escalations.

## TESTIMONIAL

What I value most about working with Thunder is their collaboration style: with Thunder, we are one team. The Thunder team took the time to understand the nuances of Fox's complex business and were dynamic and forthcoming with their consulting and partnership. Above all, Thunder has been committed to our success from day 1.

### GUARAV KOHIL, CTO

Fox Rent-A-Car

