

TECHNOLOGY DRIVEN INNOVATION THE DIGITAL DEBUT AND SUCCESS OF AVIS INDIA

A journey of almost 3 years and countless challenges met head-on, culminated in Avis India becoming a technology-enabled and empowered company. One of India's leading car rental and leasing service with a history of work spanning across 15 years, Avis was good at what they did. The only thing missing was a digital link that not only connected them to the masses easily but also made their internal work easier.



Perhaps it was then that fortune shined upon Avis, and marketing head, Nitin Joshi came in with his unique perspective towards changes needed in the way the company functioned. Refreshing new ideas, innovation in technical work, data development and a whole new digital front was required for the company; no easy task for anyone to tackle. In 2012, Avis first became associated with us to find solutions to these issues and then there was no looking back.



The team of Webcontxt took a multidimensional approach towards this digital and technological transformation of Avis. Targeting important areas like services for customers, corporate work, backend management, digital marketing, communication with drivers and all other record keeping; our tech and digital teams took charge immediately.

Putting the best foot forward



With the distinct lack of a customer friendly online presence, the first thing we did for Avis was to develop a website and mobile app with an easy user login. All efforts were concentrated to make the company's work easy for both the marketing team and on the customer's end. We made easier record keeping of user details, automated discount services, dynamic pricing to recognise patterns from users, development of offers and promo codes; and everything else that made their process more efficient and quick.

Building up the Backend

01

Avis' tie-up with Carpro used to suffer through unnecessary loops of data duplication due to the latter's legacy system. We integrated Avis' website and app with Carpro create a smaller loop to better manage the cars and Self-Drive.

02

Real-time financial and inventory analysis features allowed their backend teams to work independently without later technical help. Further integrating secure payment gateways like American Express, Visa, Master Card and others with the online booking system, made tracking the bills simple.

03

Another addition on their path to coming on top was the Driver App- a hassle-free way to keep track of car drivers, their performance, navigation of paths, the safety of riders & pricing of each vehicle through notifications and regular updates.

These new open-ended systems reduced manual work by 50%, a great feat indeed!

Going Global at last

We integrated their website, app and even international booking platforms with the same log-in system. In the last phase of this transformative process, Avis' online platforms were also integrated with channel partner DEEM and various other international booking portals.

Today, Avis India has consolidated a big user base, and our ongoing association with them includes digital media marketing as well. We'd say it's a pretty good run in this wonderful partnership so far!