

Geotab's connected vehicle data helps Europcar Mobility Group optimise operations and improve their customer experience

Find out how Geotab is helping Europcar Mobility Group make its European fleet fully connected, providing data insights that drive operational efficiencies.

The challenge: Seeking connected data to improve efficiency

Europcar Mobility Group provides vehicle rental, car sharing and car subscription services to consumers and businesses across over 130 countries worldwide.

Europcar Mobility Group needed a telematics solution with a connected car program in order to improve their customer experience, enhanced and informed by the data it would provide. In addition, they were keen to drive optimisation within the internal organisation and they recognised that a data-driven approach was necessary both to inform processes and enhance efficiencies.

Once Europcar Mobility Group had decided that this was the approach they wished to undertake, they conducted a comprehensive procurement exercise to select the right partner.

"We assessed a number of providers, and Geotab proved to be the best solution from both a technical perspective and with regards to integration. Since then, we haven't changed our provider, so it's a good collaboration that we were able to establish."

– Roy Tippner, Network Transformation Director, Europcar Mobility Group



Fleet profile

Company:

Europcar Mobility Group

Industry:

Mobility services, rent-a-car

Based in:

Over 130 countries

Types of vehicles:

Passenger cars and light commercial vehicles

Fleet size:

260k across 16 countries where the Group operates directly, with its own subsidiaries

Fleet focus:

Optimisation, sustainability



The solution: Supporting Europcar Mobility Group's connectivity goals

Europcar Mobility Group achieved vehicle connectivity with Geotab's [GO9 telematics device](#), which plugs directly into the vehicle's OBD II port. The device sends real-time data from a multitude of sources, including the engine, drivetrain, instrument cluster and other subsystems, to the [MyGeotab](#) web-based fleet management platform, together with rich, accurate data on vehicle location, speed, trip distance and time.

Through its partnership with Geotab, Europcar Mobility Group is developing its connected vehicle program across Europe, Australia, and potentially expanding to the United States. The current level of connectivity varies from country to country, with 100% of the UK's fleet fully connected and other markets still developing. Overall connectivity is 67% for all six core markets in continental Europe and their ambition to be fully connected by the end of 2024.

As a global mobility services provider, Europcar Mobility Group then has plans to expand its connected vehicle programme outside of Europe, with this development just starting in Australia.



The impact: Rich vehicle data enhances the customer journey and optimises operations

The benefits of Europcar Mobility Group's connected vehicle programme in partnership with Geotab are centred in the realms of optimisation of operations and enhancing the customer journey.



Accelerating recovery of stolen vehicles

Europcar Mobility Group's connected vehicle programme has delivered strong benefits in this area. When a vehicle gets stolen, their ability to recover it has significantly improved. This is because they can now identify the exact location of the particular vehicle in real-time, at the point that they are alerted that the vehicle has potentially been stolen.



Collision detection

Potential collisions can now be identified in real time, automatically triggering business processes or even assisting the customer if required. By leveraging Geotab's Machine Learning model, false positives are significantly decreased.



Maintenance insights

Geotab's connected vehicle data provides Europcar Mobility Group with valuable insights into their vehicle maintenance needs, allowing for proactive maintenance scheduling and reducing the risk of costly unexpected breakdowns.



Remote monitoring of odometer and fuel level/EV charge

Europcar Mobility Group can now remotely monitor the odometer and fuel level or EV charge of their vehicles. This enables more efficient fleet management and proactive maintenance scheduling.



Helping drivers to drive in a more sustainable way

Europcar Mobility Group sees a big use case in supporting their business customers to accelerate their rate of carbon reduction. Data-driven insights from their connected vehicles enable Europcar Mobility Group to provide advice on how drivers can adopt more sustainable driving behaviours. MyGeotab's Driver Safety Scorecard ranks each driver for core safety metrics such as excessive speeding and harsh acceleration, which are directly related to fuel efficiency and associated CO2 emissions.

Next steps: Keyless vehicle access

In this digitalised world, there is a great deal of appetite from consumers for a more seamless check-in experience. This “keyless” solution enables customers to skip the counter and go straight to their rental vehicle, remotely opening it through their phone. Starting with a pilot in France to evaluate its effectiveness, Europcar Mobility Group plans to launch this offering in Europe, and they are at the evaluation stage, with Geotab being selected as their partner for the project.

This operational game-changer will save Europcar Mobility Group’s employees considerable time and enhance the customer journey.



“With Geotab’s connected vehicle offering, we can provide our B2B customers with advice on implementing sustainable driving practices and enable fleets to maximise their benefit. This is value creation that Europcar Mobility Group can provide with thanks to our connected vehicle data.”

– Roy Tippner, Network Transformation Director, Europcar Mobility Group

Discover how fleet management technology can improve your business:

Visit www.geotab.com/uk
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