**Case Study-Silvercar**

Name

Course Title

Professor’s Name

Date of Submission

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As the Customer Experience Manager, this report aims to provide an overview of the competitive threats posed by Silvercar and suggest specific actions to mitigate these threats. Furthermore, the report will assess the role and importance of employee characteristics, particularly helpfulness, in Silvercar's business process design. Additionally, recommendations for website technologies will be presented to create an engaging, user-friendly, and efficient customer experience.

**Competitive Threats Presented by Silvercar**

Silvercar's innovative approach, featuring technology integration and a streamlined reservation process, poses significant competitive threats to traditional rental car companies. Its mobile app and simplified booking system minimize the time and effort customers spend on rental procedures, catering to the demands of convenience-seeking travelers. By prioritizing efficiency and customer-centricity, Silvercar has transformed the rental experience, setting itself apart from traditional models.

Silvercar's curb-side pick-up and drop-off service, along with integration with built-in GPS systems, enhances the rental experience by eliminating the need for customers to navigate airport terminals and wait in line. The streamlined process saves time and reduces frustration, while the GPS integration ensures accurate and reliable navigation throughout the rental period. Silvercar's emphasis on technology-driven convenience and streamlined workflow sets it apart from traditional rental car companies, making it a strong competitor in the industry. To remain competitive, traditional companies must adapt by leveraging technology and offering a similar level of convenience and efficiency to meet the changing demands of modern travelers.

**Reducing Competitive Threats**

To mitigate the competitive threats presented by Silvercar, our company can take several strategic actions. First, embracing technology is crucial. Implementing a user-friendly and efficient online reservation system, coupled with a mobile app, will streamline the rental process, allowing customers to make reservations, manage preferences, and receive real-time updates. Standardizing our fleet, perhaps by offering a premium model with standardized amenities, will differentiate us and meet customer expectations for quality and convenience. Additionally, emphasizing the helpfulness and friendliness of our employees will enhance the overall rental experience, as personalized assistance and tailored recommendations contribute to customer satisfaction and loyalty.

**The Role of Helpful Employees in Silvercar's Business Process Design**

While Silvercar's business process design heavily relies on technology and self-service, the role of helpful employees should not be overlooked. Our company can leverage the importance of employee characteristics, such as helpfulness, by training our staff to provide exceptional customer service. Friendly and knowledgeable employees can assist customers in navigating the rental process, addressing concerns, and providing personalized recommendations. By highlighting the expertise and helpfulness of our employees, we can differentiate ourselves from Silvercar's more self-service-oriented approach and foster positive customer interactions.

**Recommendations for Website Technologies**

To effectively compete with Silvercar and enhance our customer experience, I recommend implementing specific website technologies that prioritize engagement, user friendliness, and efficiency. Firstly, it is crucial to develop an intuitive and responsive website design that is visually appealing and optimized for mobile devices. According to Jeannot et al. (2022), the visual appeal effects are extremely important in shaping the sender profile and, by extension, the company or person behind the website. Therefore, it's critical that web pages, particularly those that primarily serve informational purposes, also visually reflect the institution that created them. This will ensure that customers can easily navigate the website and access information seamlessly from any device.

Furthermore, incorporating clear and user-friendly interfaces will enable customers to quickly find the information they need, make reservations effortlessly, and manage their rental preferences with ease. According to Zhao et al. (2022), user-friendly interfaces provide customized alternative choices as well as increased efficiency and effectiveness. Additionally, reservation behavior can guarantee that customers are happy with their travels. Implementing a seamless online reservation system that provides real-time updates on vehicle availability and integrates with our fleet management system will streamline the booking process and enhance customer satisfaction.

Integration with digital maps and navigation systems is another key recommendation. By providing customers with in-built mapping functionalities, they can plan their routes conveniently and rely less on external GPS devices. This integration will simplify the travel experience and save customers time and effort. Lastly, leveraging customer data through customer relationship management to offer personalized recommendations and implementing a robust loyalty program can foster customer loyalty and enhance the overall customer experience. According to Shin et al. (2020), customer relationship management (CRM) is a growing technique embraced by businesses in a highly competitive marketplace that strives to create lasting, meaningful connections with clients. By utilizing customer preferences and past rental history, we can tailor recommendations and promotions to individual customers, providing them with a more personalized and rewarding experience.

Incorporating these website technologies will not only allow us to compete effectively with Silvercar but also ensure that our company remains at the forefront of customer-centric rental car experiences. By prioritizing engagement, user friendliness, and efficiency, we can meet the evolving needs and expectations of modern travelers, strengthening our competitive position in the market.

**Conclusion**

Silvercar's innovative approach presents competitive threats to our established rental car company. However, by embracing technology, standardizing our fleet, emphasizing the helpfulness of our employees, and implementing specific website technologies, we can effectively reduce these threats and enhance our customer experience. Adapting to changing customer expectations and leveraging our strengths will enable us to remain competitive in the evolving car rental industry.

**References**

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