



Hertz, Optimizing Service with Wacom Signature Tablets

While researching for electronic signature devices, they learned the advantages of the Wacom Signature line of tablets. These tablets include technology of wireless, battery-free and pressure sensitive pens to capture clear signatures, similar to real ones.

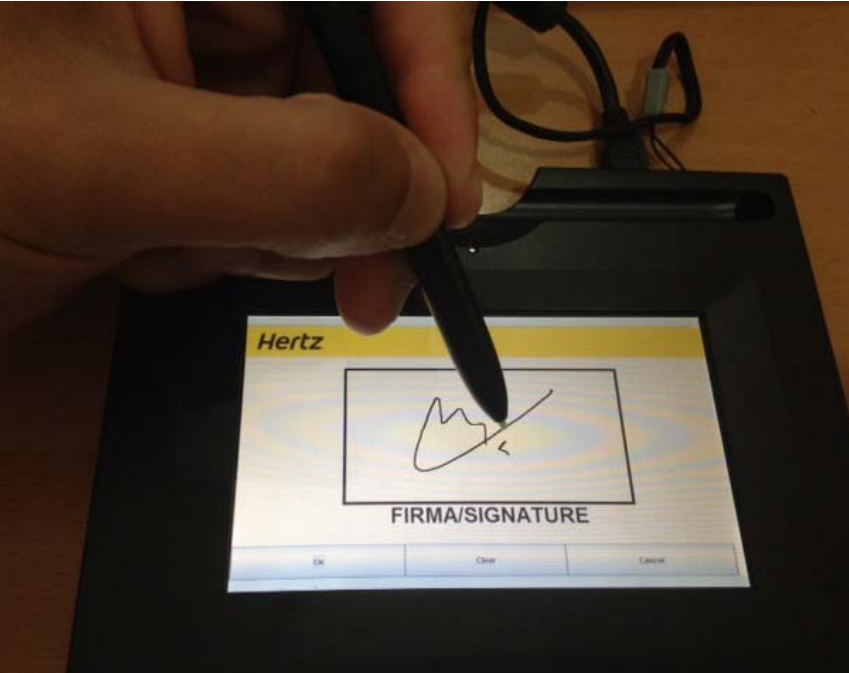
With over 50 service points in cities and airports throughout Chile, Hertz offers excellent service and high-tech in Rent-a-Car, operation leasing, and leasing of heavy machinery. Hertz Chile is the oldest license "The Hertz Corporation" has given worldwide. Since 1961, this license has operated in Chile through Autorentas del Pacífico S.A. which then started the Rent-a-Car service with 4 vehicles. Today, the company has a fleet of over 14,000 vehicles, has autoshops across the country and has added emergency roadside assistance, operational leasing, machinery leasing and auto sales.

Hertz has achieved its leadership position in the domestic industry through continuous improvement, based on high-tech and international quality certifications, environmental and job-related safety at all locations.

Whether it is a trip for business or pleasure, all passengers arriving at their airport of destination is looking to take advantage of the most during their stay. Providing these customers with agile, efficient and comfortable service while renting vehicles has been Hertz's objective for over five decades. However, the limited space in airports and multiple use of equipment are not in sync with Hertz's modern look and high-end service.

"The service counter space at airports is minimal, and to produce car rental agreements we needed a computer, a main printer, another laser printer, mouse, keyboard and POS equipment" recalls Mario Urbano, Chief of Systems for Hertz Chile. "Everything required a space that we did not have available"

Taking advantage of a project to renovate old technology, Hertz identified the opportunity to organize a better service front. When a customer rented a vehicle, the branch would use a pre-printed form and printed several copies to be signed by the customer. Later, the branch would send the contract to headquarters for storage. If there was a need to revise an old contract, it required additional time to retrieve and deliver.



The electronic signature is attached to the PDF along with the biometric data of the customer (pressure levels and speed of the stroke) and it becomes part of the contract.

The new system allows for paper saving and includes corporate information on the back of the receipt as well as showing it on the screens of the Wacom Signature Pads.



When the company decided to digitize the contract process, the idea to digitizing the signature was added. "Initially the project contemplated the replacement of ink and laser printers to thermal printing. To add to this innovation we decided to incorporate digitized signature on the contracts", said Mario Urbano. While researching signature capture devices they learned the advantages of Wacom's line of signature tablets. These tablets include wireless, battery-free, and pressure sensitive pens to capture clear signatures, similar to ink signatures.

Hertz contacted Nexsys, a local Wacom distributor that supported the project. "We explained our interest to Nexsys to incorporate electronic signatures. They immediately let us use a Wacom STU-520", said Manuel Esquivel, Project Manager at Hertz. "It was great for developing and incorporating our software".

Digitizing the Signature

Due to the quality, performance and local support, Hertz selected Wacom for their signature capture needs. A simple and modern process was devised. A PDF contract shown on the screen of the Signature Pad at a size that is easy to read. The electronic signature is attached to the PDF along with the biometric data of the customer (pressure levels and speed of the stroke) and it becomes part of the contract. There is an invoice immediately after and the document is archived in the system. Furthermore, the older contracts will be available online.

Hertz started by implementing a pilot project at headquarters and then at the international Airport Comodoro Arturo Merino Benitez. As such, the company modernized the service counters by eliminating unnecessary equipment and incorporating a Wacom STU-520 tablet for electronic signatures and thermal printing for the rental contracts.

Due to the success of the pilot in terms of performance and customer acceptance, Hertz decided to incorporate Wacom signature tablets in over 50 service counters located in cities and airports around Chile.

Multiple Benefits

With the use of Wacom tablets for rental contracts of vehicles, Hertz modernized its service which allowed a more organized service counter. The company had a concern that the contract would be read on the tablet. "When someone goes over a printed contract, they tend to not revise before signing. With the digital contract, the customer pays closer attention, accepts the conditions and gives the ok", said Manuel Esquivel. "For us it is important that the customer is aware of the conditions of the rental. With Wacom signature tablets, we believe that the customer is more attentive to this". Once accepted and signed, the contract is printed on a 9cm by 25cm receipt. Hertz incorporated corporate information on the bottom of the receipt. Moreover, the company saw the opportunity to use the tablets to advertise the brand. While the customer reads the contract, from time to time, colorful corporate images and current promotions unfold. Even when not in use, promotional messages are delivered on screen.