



CASE STUDY THRIFTY CAR RENTAL

With hundreds of car hire outlets in the UK and Europe, Thrifty wanted a better way to serve users on mobile devices. TBSCG have been working closely with Thrifty on new iPhone and iPad apps to mobilise their car hire business.

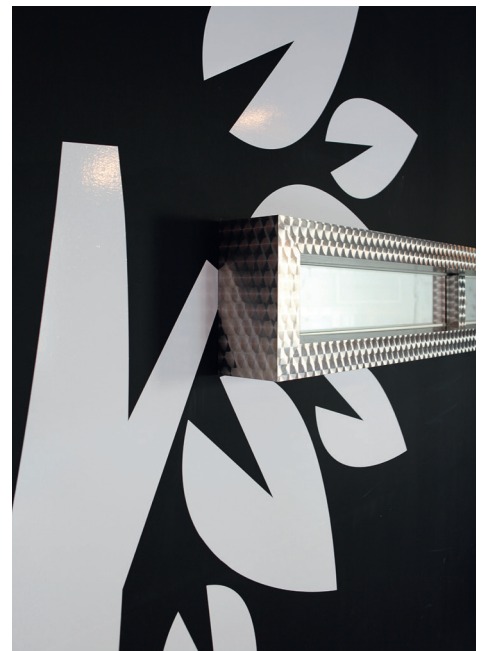


THE CHALLENGES THRIFTY FACED

With a growing number of web visitors using iPhones and iPads, it was clear that Thrifty needed to provide those users with a better experience. The fact that their competitors already offered mobile applications only made the move more imperative.

Building a beautiful, feature-rich car hire app is no easy feat. As well as offering users easy booking, the app has to know which cars are available and at which branch, factors which change by the minute.

Thrifty needed a mobile app to mirror the functionality of the online booking process, while making the most of mobile technology including features such as location awareness to provide a richer experience.

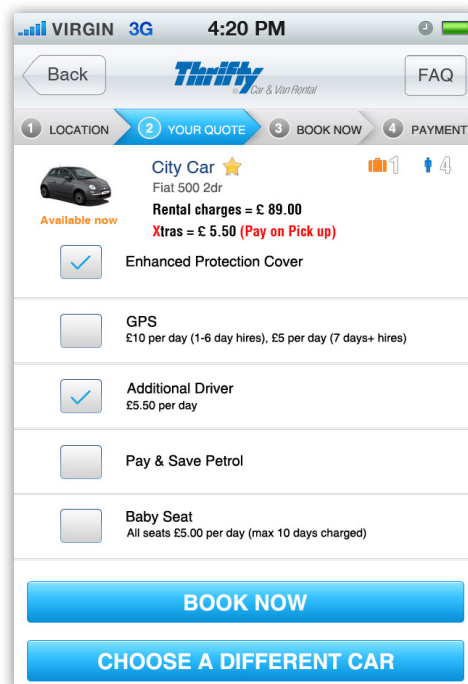


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THE SOLUTION

To give users the same high quality experience they get online, Thrifty's app has to leap over a few technological hurdles. The biggest challenge is letting users select their vehicle – given that the available vehicles change every time a customer makes (or changes) a booking.

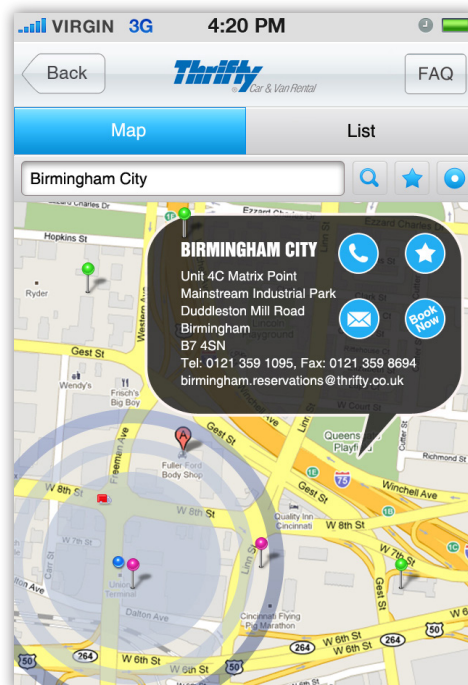
The TBSCG solution is to transfer the operation to the server, so that the Thrifty website and mobile app consult the same database and return the same results. Thanks to this process, **mobile users can book a rental car with the same degree of precision and control as web users** – without needing constant updates to their app.



COMPELLING RESULTS

Thrifty customers can now book a hire car, using their mobile, from anywhere in the world. They can specify the car model they want, as well as the pick-up and drop-off locations. Users can amend their bookings, and elect to pay by credit card, or in-store. Optional extras like satellite navigation systems and child seats can easily be ordered through the app.

Thrifty now have a **class leading app** that makes life easy for their mobile customers.



GB

Market House
High Street
Uxbridge UB8 1JN

+44 208 133 16 30

BE

Rue Ed. Tolleaer e,
56/76, bte 22
1020 Brussels

+32 (0)2 588 01 07

US

1228 East 7th Ave.
Tampa, FL 33605

+1 (347) 566-1966

FR

140 bis rue de
Rennes
75006 Paris

+33 (0)1 78901440

PL

Plac Solny 20
50-063 Wrocław

+48 71 71 70 200

ES

C/ Llull, 321-329
Edificio CINC
08019 Barcelona

+34 935 514 538

