



## How car2go improved Customer Onboarding, with greater satisfaction and powerful data security



The ability to rent a car at any time, at affordable prices – even by the minute: this is what car2go delivers. Thanks to its free-floating carsharing system, customers have immediate access to vehicles in their area, wherever they are. Users can easily find, reserve, rent and return vehicles using car2go's smartphone app. In order to allow new customers to complete the entire car2go registration process online, the company implemented a number of solutions from Melissa Data GmbH in May 2017 – since then car2go has been able to significantly increase customer satisfaction.

Carsharing is becoming increasingly popular in Germany. By the end of 2017, according to statistics from the industry association Bundesverband CarSharing, more than 1.7 million people had registered with service providers in this field. This represents an increase of 36 percent compared with the previous year. With over three million customers worldwide, of which approximately 890,000 are found in Germany, car2go is the leading provider in the sector of free-floating carsharing. With car2go, registered customers can easily rent a car in one of 26 locations in 8 countries using their smartphone.

### A MOBILE DATA VERIFICATION CHALLENGE

"Our goal is to let customers complete the entire transaction, from registration to renting, in digital form on their smartphone," explained Elisabeth Ihmels, Digital Optimization Manager at car2go. "Until 2017, however, we were missing the option for new users to register online. The duration of the registration process, and the overall customer experience, failed to meet our standards. It also failed to match the car2go philosophy, in which our customers can easily and flexibly rent our vehicles at short notice using the car2go app."

Previously, in order to open an account, customers first had to visit a car2go store during open hours. To save customers this journey, the carsharing provider sought out an innovative solution for verifying data online. This had the benefit of allowing new customers to even register online at the moment when they picked up the car, letting them get in and go within just a few minutes.

In line with “Know Your Customer” (KYC) principles, car2go had the following requirements for the solution:

- Addresses should be verified in real time using a web service
- Address verification should be completed within a few seconds – no matter the country
- 24/7 support
- Secure, encrypted connection (via HTTPS)
- Value-driven solution
- High-quality results
- Compliance with data protection guidelines

Ihmels said, “Following the evaluation and successful testing, we and the relevant specialist team decided to go with Melissa’s solution.”

## VALIDATE AND VERIFY INTERNATIONAL ADDRESSES IN SECONDS

Melissa set up a dedicated “private cloud” server specifically for car2go. This web service validates addresses in stages: first, the data validation tools are applied; then Personator World, Melissa’s solution for international identity verification, is deployed. Using the data validation system, the information entered by the customer is checked to ensure that it is plausible and correct – a test that takes just a few seconds. If the data passes this validation process, the customer’s identity is then checked by inspecting their personal data (name, address and date of birth) and comparing and verifying it against reference data.

“Integrating Melissa’s solution into our infrastructure was the easiest part of the project,” recalled Ihmels. “It was a greater challenge to consider all possible use cases, as well as the varying particulars and requirements of other countries.”

## SAVING TIME FOR EVERYONE INVOLVED

With Melissa’s solution in place, new customers can now decide whether to register at a car2go store or online using their smartphone. This second option makes the process much simpler and faster for both car2go’s customers and the company itself.

“Our collaboration with Melissa has been transparent and easy,” Ihmels remarked. “We have direct, personal points of contact who very quickly and



*With the help of Melissa’s solutions, we have been able to realize a customer onboarding process which makes registration much faster and simpler. As a result, we have also reduced manual validation costs.*



– ELISABETH IHMELS,  
DIGITAL OPTIMIZATION MANAGER

competently provide suggested solutions to any issues. Our agreed SLAs have been fulfilled to a high level of quality. Melissa also offers excellent support which is available around the clock – which is essential for us as an international business.”

### About car2go:

car2go is the market leader and pioneer of free-floating carsharing and is one of the leading mobility services of Daimler AG. The concept is simple: worldwide over 14,000 smart and Mercedes-Benz vehicles can be reserved and rented via a cost-free smartphone app at any time. Today, over three million customers use this flexible mobility concept in 26 locations in Europe, North America and China. car2go thus offers a sustainable solution for urban mobility and contributes as a part of the mobility mix significantly to the reduction of congestion in cities. car2go is a wholly-owned subsidiary of Daimler AG and has its headquarters in Leinfelden-Echterdingen near Stuttgart.

### About Melissa:

Since 1985, Melissa has specialized in global intelligence solutions to help organizations unlock accurate data for a more compelling customer view. Our breadth of data and flexible API technology integrates with numerous third-party platforms, so it works for you and makes sense for your business. More than 10,000 clients worldwide in key industries like insurance, finance, healthcare, retail, education, and government, rely on Melissa for full spectrum data quality and identity verification software, including data profiling, cleansing, matching, and enhancement services, to gain critical insight and drive meaningful customer relationships.

For more information or free product trials, visit [www.Melissa.com](http://www.Melissa.com) or call 1-800-MELISSA (635-4772).