Adam Phones
Intelligent Wireless Communications

Premier Partner vodafone

Centre of Excellence O2 Data

Case Study

Delivering superior levels of customer service and short term mobile phone solutions, strategically aligned to the aspirations of global hire company Hertz.

Case Study Summary

The background

Adam Phones is the exclusive supplier to Hertz UK for the delivery of its customer mobile phone hire service. Since 2005 Adam Phones has been managing all aspects of the phone hire service from the point of order, delivery, maintenance and invoicing of handsets.

The solution

- Creation of a unique billing solution to reduce transaction processing times, accurately capture billable data, as well handle large volumes of transactions.
- Adam Phones provides a full service solution including billing, technical support, distribution and maintenance of all handsets, as well as managing end-to-end customer service.
- Adam Phones has also developed an automated commission payment system that integrates seamlessly with the payroll system within Hertz.

The result

This longstanding relationship is symbiotic. Hertz continues to benefit from a profitable revenue stream yet incur no investment or fixed asset costs to the company.

Hertz

The client

Hertz has been offering quality vehicle hire service on a global level for over 90 years. Its aim is to be the first choice brand for vehicle and equipment rental, leasing and total mobility solutions. Its customer service offering is fundamental to its differentiation as a brand in a highly competitive market.

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The challenge

Hertz need to ensure that its third-party partners deliver the exacting levels of service its customers have come to expect. Adam Phones needed to emulate the values of this global brand while providing expertise and first class delivery, to effectively manage the provision and support of the Hertz short term mobile phone hire service.

The solution

Adam Phones is in a unique position within the short term phone hire market. The company began 20 years ago as a short term mobile hire service at a time when contract hire was cost-prohibitive to businesses. As experts in this field, the company has invested heavily over time in the creation and development of its own unique billing platform built specifically to handle short term hire transactions. The system is so efficient that high street mobile phone retailers such as The Carphone Warehouse and Travelex also use Adam Phones exclusively to manage all aspects of their short term hire services.

Unique billing system created to manage all aspects of short term phone hire.

The billing platform created by Adam Phones was a perfect fit for the requirements of Hertz. It would easily reduce transaction processing times, accurately capture billable data, as well as be able to cope with large volumes of transactions.

Fully integrated service and support

Their long standing expertise in short term hire means that Adam Phones manages every aspect of hire including billing, technical support, distribution and maintenance of all handsets, as well as managing end-to-end customer service.

Automated commission & incentive payment system

Adam Phones has also developed an automated commission payment system that integrates seamlessly with the payroll system within Hertz. Hertz representatives are incentivised fully and rewarded immediately.

The result

The relationship continues to thrive and expand. As a strategic partner Adam Phones has consistently delivered to the high quality service levels demanded by Hertz. The relationship is symbiotic and Hertz continues to benefit from a profitable revenue stream while providing an added value service to its customers and incurring no investment or fixed asset costs to the company.

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Adam Phones Limited
2-3 Dolphin Square, Edensor Road, London W4 2ST
www.adamphones.com