O.C. TANNER CASE STUDY

Discount Car & Truck Rentals

Introduction

This case study of Discount Car & Truck Rentals is based on an October 2019 survey of O.C. Tanner customers by TechValidate, a 3rd-party research service.

> "People are excited to select their Service Award. Also, a lot less work internally to implement."
>
> "A lot less work to implement and organize."

Challenges

Business challenges that led the profiled company to evaluate and ultimately select O.C. Tanner:

- Challenges faced that led them to purchase O.C. Tanner solutions:
  - Needing to replace or create a recognition program

Use Case

Key features and functionalities of O.C. Tanner that the surveyed company uses:

- O.C. Tanner products/services they use:
  - Service Awards (Yearbook™)

Results

The surveyed company achieved the following results with O.C. Tanner:

- Outcomes realized as a result of using O.C. Tanner solutions:
  - Enjoy the Service Award program and gifts and ease of use
- O.C. Tanner capabilities compared to competitors:
  - Transparent pricing: significantly better
  - Total cost of ownership: significantly better
  - Ease-of-use: best in class
  - Customer service: significantly better
  - Award selection: significantly better
  - Custom awards: significantly better
  - Flexible program design: significantly better
- Saw a return on their initial investment with their O.C. Tanner solution within 6 months.
- They strongly agree that O.C. Tanner helps their organization accomplish and appreciate great work.

Company Profile

Company:
Discount Car & Truck Rentals

Company Size:
Medium Enterprise

Industry:
Hospitality

About O.C. Tanner

O.C. Tanner helps organizations inspire and appreciate great work. Thousands of clients globally use our cloud-based technology, tools, and awards to provide meaningful recognition for their employees. Learn more at www.octanner.com.

Learn More:

 O.C. Tanner

Source: Susan Ball, Human Resources Director, Discount Car & Truck Rentals