The grass is always greener when it comes to cars. If you have one, you might bristle at the fact that your car just sits there most of the time, parked and waiting for the next trip. If you don’t have a car, you might dread lugging groceries back on the long walk home from shopping. Think of Turo as the perfect medium between the automotive have and have-nots, where the grass is always green and cars never go unused. Turo enables car owners to share their cars with guests as part of a peer-to-peer car sharing network that spans across the US, Canada, and the UK. With over 10 million users and 450,000 vehicles available for rent, Turo has to prioritize both scale and customer experience. Both priorities are deeply interwoven in Turo’s two-sided marketplace experience.

How Turo Drives Customer Satisfaction and Operational Efficiency with Airkit

Above all else, car owners, known as hosts, and car renters, known as guests, both want the same thing – ease. With hundreds of thousands of cars being picked up, returned, cleaned, and booked again, there are a million discrete moving parts for Turo to manage. The real art is making that side of the business invisible to both host and guest. To manage these operations, Turo uses automation as a critical tool for both their customers and their company. When Turo found Airkit, they were able to streamline essential parts of their customer experience using intelligent automation paired with a customer-first philosophy. Now, Turo saves their support agents, guests, and hosts tremendous amounts of time while offering them a more tailored customer experience. Let’s peek under the hood and see how their Airkit-powered solution works.

↓19 minutes per customer help session  
↓31% average customer session time to late return fees  
↑13% CSAT for late return requests  
↑11% CSAT for additional usage fees
Running Late

Maybe it’s a last-minute pit stop for snacks, maybe it’s a traffic jam, but there’s always a variable on the road that can cause a guest to be late when returning the car they booked from a host. In the event a guest is more than 30 minutes late, a host might want to issue an additional usage fee to be compensated for the extra time a guest spent using their car.

Before adopting Airkit, hosts had to call into Turo’s customer service line and speak directly with a customer support agent to request an additional usage fee. After waiting on hold, the customer would have to verify certain information like the host’s name and their car’s make and model, and the host would also be asked the following essential question by the customer support agent: have you messaged your guest informing them that you intend to charge a late return fee?

That question proved to be the kicker in some calls. Some customers unfortunately waited on hold only to discover that they were ineligible for an additional usage fee because they had not notified their guest that they would be issuing one.

If a host had indeed notified their guest, they could proceed with the additional usage fee request. But, to issue the request, the support agent needed information like the customer’s phone number, email, reservation ID, and more. Customers were left spending time to relay information they could have given to a support agent while on hold. On the other side of the line, agents didn’t have a great way to log that critical customer information essential to completing a customer’s request. They would document the information the customer relayed in a Zendesk note attached to the customer’s support ticket. These issues also hindered Turo’s late return flow, a process initiated after a guest is more than 24 hours late for their car.

When Khalid Alali, Senior Manager of Business Operations at Turo started looking for a way to improve this process, he identified 2 roadblocks standing in the way of a more efficient, effective customer experience — wait times and manual processes. Using Airkit’s automated self-service flow and powerful CRM integrations, Khalid and his team were able to clear those roadblocks, reduce wait times, and drive up CSAT.
Reducing Wait Times and Increasing CSAT

The experiences hosts have when initiating a late return fee or additional usage fee is quick, simple, and streamlined with Turo's Airkit-powered experience. When a host calls Turo's customer support IVR, all they have to do is press a button and Turo sends them a link to a web-based self-service flow.

There, the host can accomplish nearly everything they used to wait on hold to do. They're able to clearly see the guidelines they have to meet before issuing a fee, such as notifying guests. They're also able to enter in vital information that Turo's customer support needs to process their request such as their name, phone number, the time the car was returned, and their reservation number.

When the host submits that information as part of Turo's Airkit-powered flow, Airkit acts as a bridge between that self-service experience and Turo's Zendesk instance, automatically populating customer details into a Zendesk ticket. Now, the onus isn't on the customers to provide the context a support agent needs in order to understand and fulfill a customer request. Airkit delivers the information that agents need to provide a more tailored, efficient customer experience.

Turo cut the time it takes to help a customer with their additional usage fee in half.
The Difference a Well-Engineered Customer Experience Can Make

Turo’s growth in customer satisfaction is directly tied to their reduction in the time it takes to serve their customers. The story is evident in the data.

Turo cut the time it takes to help a customer with their additional usage fee in half, shaving off 19 minutes per session. When it comes to late return fees, they reduced the average customer session time by 31%, saving 13 minutes per call. When you’re monitoring call handle time, that’s a metric you hope to see decreasing, especially if you happen to manage Turo’s business operations, like Khalid does. He was thrilled seeing the savings Turo gained from leveraging the strength of automation and self-service. The peak of his excitement, however, was reserved for everyone’s favorite metric — CSAT. Airkit helped Turo drive up their CSAT for late return requests by 13% and their additional usage fees by 11%.

This type of impact didn’t require multiple sprints or pleas to engineering to make time on the next sprint. Airkit’s low-code, SaaS-powered platform made it easy for Khalid to manage Turo’s Airkit flows by himself. That doesn’t mean other people weren’t celebrating alongside him. Turo’s entire Operations team took notice of the uptick in CSAT, and more than a few people double-checked with Khalid to make sure he’d be renewing Turo’s Airkit contract. Spoiler: they did.

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The Road Ahead

Today, Turo has more control over the experience they offer their customers and more flexibility to adapt that experience. Airkit molds easily to new policies Turo creates, new agent workflows offered by their Operations teams, and feedback provided by their customers. With the power to pivot based on the needs of their business and the needs of their customers, the road ahead for Turo looks promising.