

United Rentals' Digital Customer Experience

Chris Hummel – SVP and Chief Marketing Officer

United Rentals®

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Introduction



Chris Hummel

Senior Vice President and Chief Marketing Officer

- Joined United Rentals in March 2016
- Executive sales and marketing roles at Oracle, SAP, Unify (now part of Atos) and Schneider Electric
- 15 years spent living and working outside the US (Europe and Asia)

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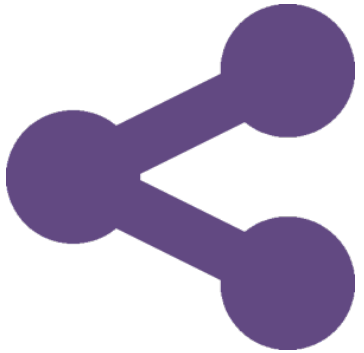
Digital technology has evolved to enable new revenue, deeper relationships and transformative opportunities

Commerce	Experience	Sharing
		
Transactions	**Relationships**	**Models**

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Digital leadership & innovation create a win-win situation for customers and United Rentals

Productivity for Customers

- Increased Efficiency
  - Consumption management
  - Improved availability
- Improved Experience
  - Consistent interactions
  - Integrated platform
- Smarter Work
  - Safer operations
  - Expanded insight & capabilities

Performance for United Rentals

- Higher Market Share
  - New channels
  - New customers
- More Efficiencies
  - Lower cost to serve
  - Better communication
- Extended Relationships
  - Less friction
  - Better cross-sell

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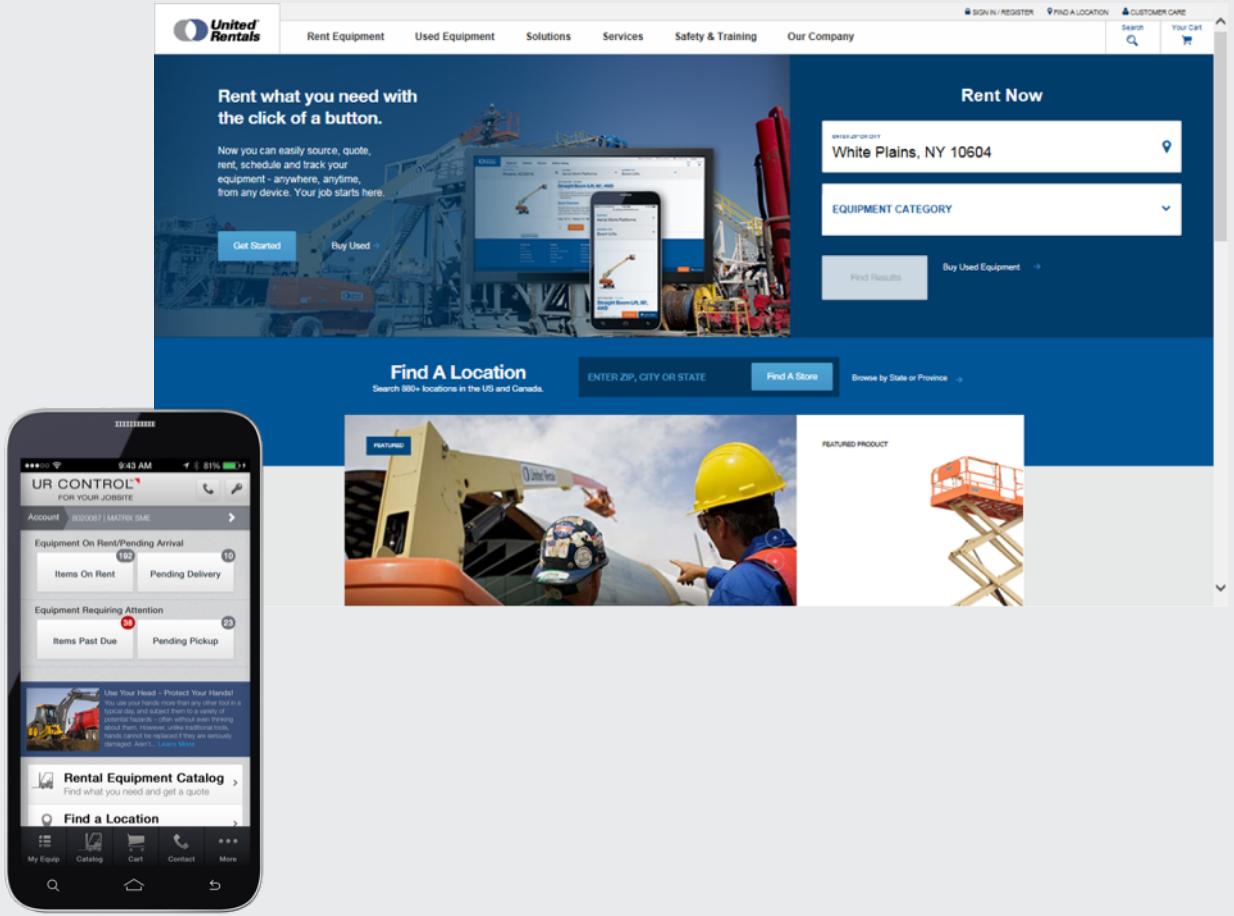
United Rentals launched our online rental system in July 2016 to reach new customers and drive efficiency

- Full company catalog
- Transparent pricing
- Credit card and account billing
- Immediate, 24/7 reservation confirmation
- Direct access from the home page
- Interactive chat support
- Mobile access via UR Jobsite app
- Multilingual coming in Jan 2017



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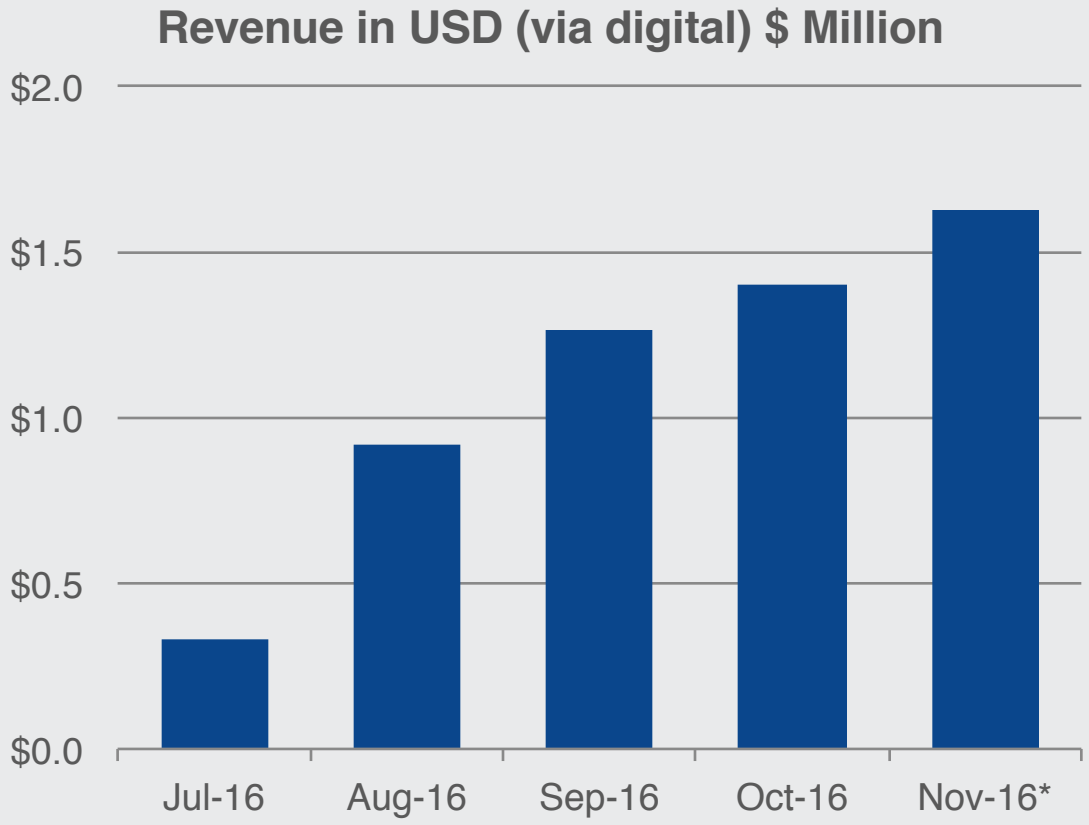
Early returns show path to 10,000 new customers in 2017



- More than $60M in OEC out on rent via digital orders
- 1.2 million sessions since Online Rental System went live (5> months)
- 44% of Online Rental System transactions are from new customers, including local segment

*Nov-16 forecast as of 11/18/16.

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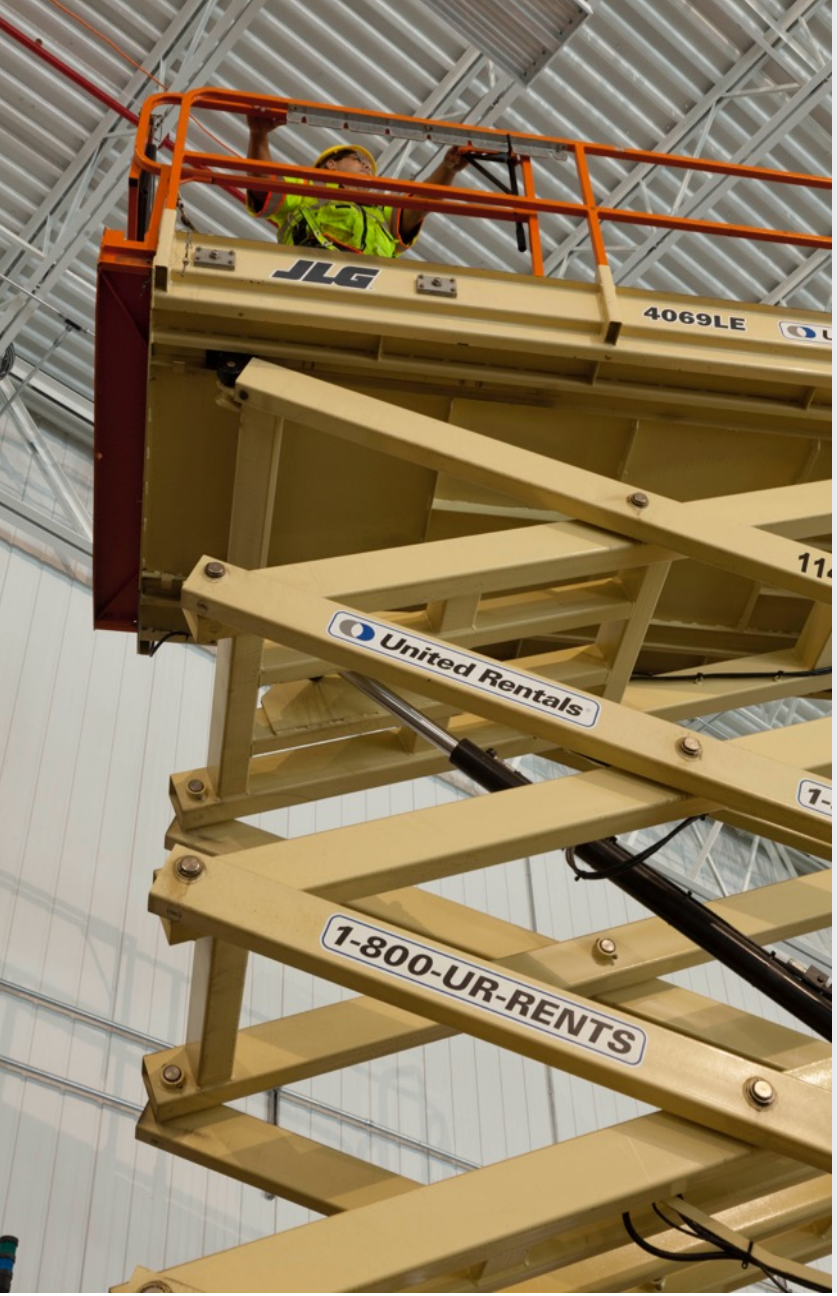

Case study: Retail Solutions Provider

Situation:

- Small retail solution provider needed to rent 200 pieces of equipment to support solution installations for a large national box store chain
- Equipment required in multiple locations nationwide within very tight time windows

Value:

- Convenience: find, locate and rent needed equipment across the country through one online portal
- Efficiency: simultaneously schedule delivery & auto-pickup for multiple locations to manage rental contracts

Result:

- UR captured the full spend on this project, rather than fighting for each installation separately
- Targeting similar company profiles has already yielded new customers

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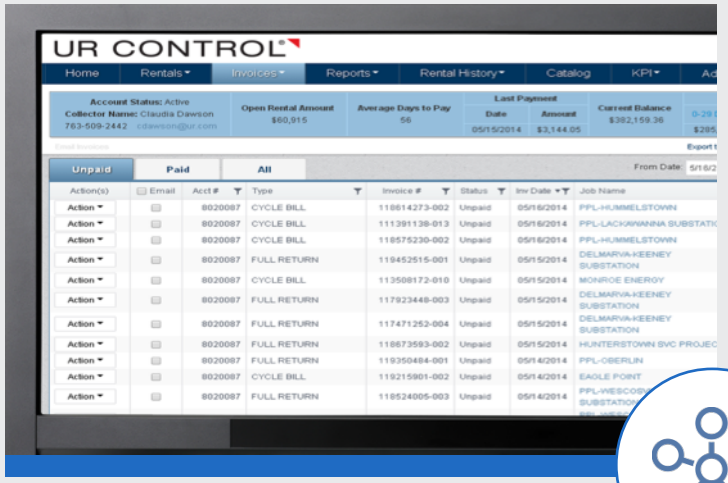
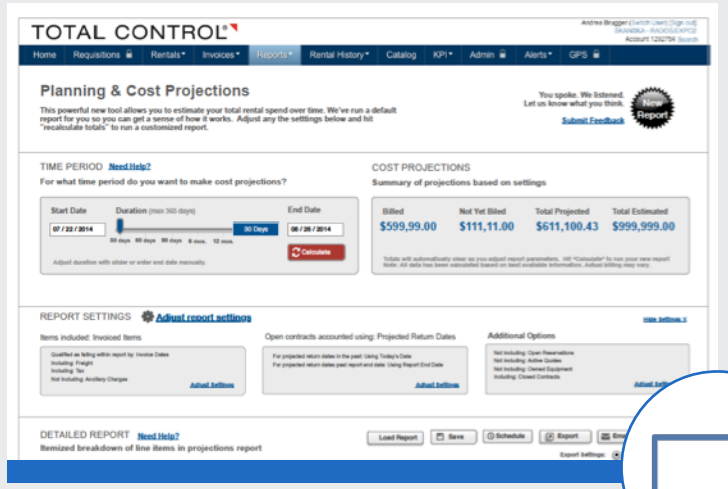
Rental management for all customers, and fleet management for top customers



UR Control®

- Self Service
- Rent- Track- Return
- Invoice and Bill Pay
- On Demand Reporting
- Open to all UR customers



Total Control®

- Fleet Management – Rented & Owned
- Exception Management
- Consumption Management
- KPI Metrics/Reporting
- Available to top customers

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Total Control® drives productivity and economic value for our customers that deepen loyalty to United Rentals

Unique features of Total Control

- Equipment sharing
- Multiple account codes
- Split billing
- Past due visibility
- Low utilization alerts (via GPS)
- KPI drill down
- Filter reports by equipment, location and category
- Punch-out and direct API integration

Equipment Category	Improvement Factor via Total Control
Forklifts - Reach	1.2x
Boom Lifts	1.8x
Generators	1.6x
Skid Steer Loaders	1.1x
Lighting Equipment	1.5x
Air Compressors	1.7x
Scissor Lifts	4.5x
Forklifts - Industrial	1.3x
Heaters, Fans, Blowers	2.2x

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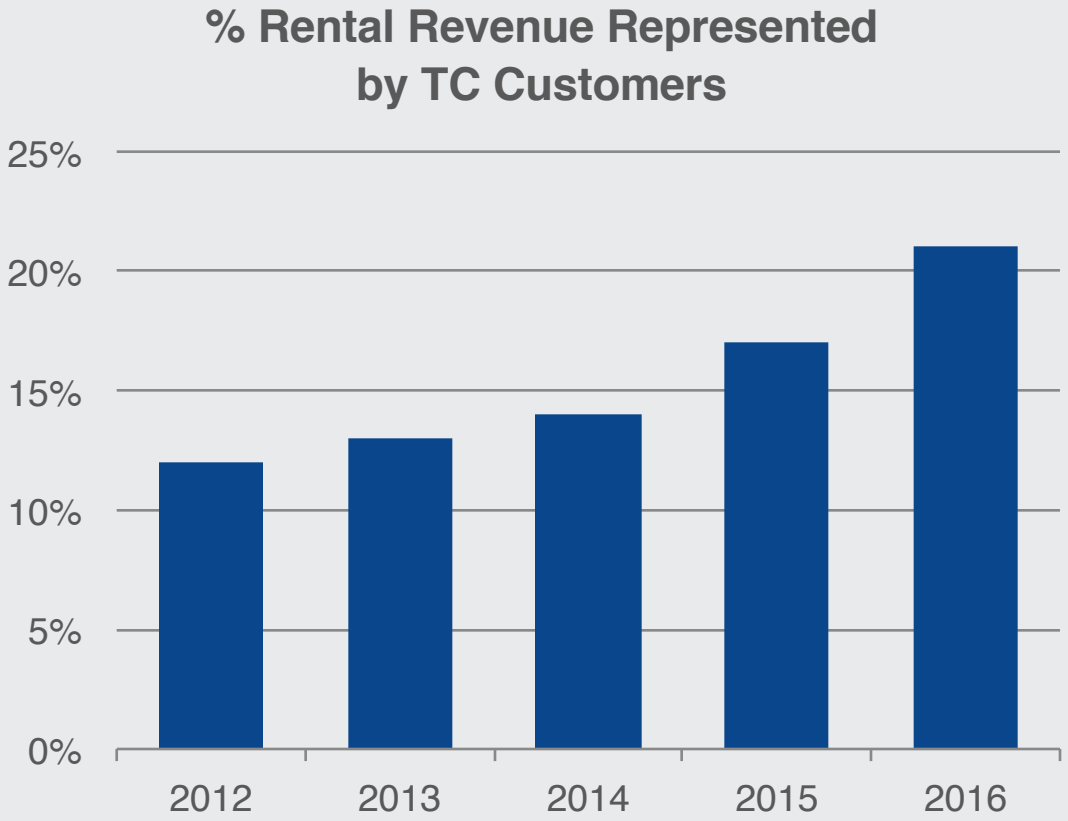
Active Total Control® Adoption Continues to Grow



- 5,396 installs/active sites
- 175,000 alerts sent out each month
- Functionality supports wide range of users:
  - equipment manager and fleet manager
  - centralized and jobsite purchasing

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Case study: Oil Refinery

Situation:

- Multisite refinery operation struggling with the complexity of managing 2,000 pieces of rental equipment
- Implemented Total Control® to improve spend forecasting and consumption management of rental contracts

Value:

- Deeper relationship via adoption of new alerts and GPS location/usage tracking for both rental and company-owned equipment
- Better experience and revenue management via special billing features for contractor POs

Result:

- Tighter integration makes UR a more important business partner
- Parent company has rolled out Total Control® to more than 60 sites and increased their annual spend from $10M to $30M+ in 4 years

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Summary

- Our digital presence spans transactions, relationships and productivity – a unique position in the equipment rental industry
- Ecommerce is off to a great start and will grow our customer base by 10,000 new customers in 2017
- Increasing adoption of Total Control® deepens integration with customers and improves opportunity for cross-sell

Driving efficiency for our customers and creating a competitive moat

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