RENTAL REIMBURSEMENT

IMPROVING CUSTOMER RETENTION AND CSI
Consumers feel more at ease when rental services are secured at first notice of loss...

**BUT RENTAL SERVICES ARE ONLY OFFERED 35% OF THE TIME.**

Source: 2020 J.D. Power Auto Claims Satisfaction Study
By adding rental coverage, you can positively impact retention & CSI.

With Rental Reimbursement coverage, satisfaction jumps from 37% to 77%.

Source: Proprietary study conducted by J.D. Power and Associates, in conjunction with the syndicated J.D. Power and Associates 2012 Auto Claims Satisfaction Study (SM).
The average Rental Reimbursement policy does not cover an equivalent vehicle.

54% of consumers pay out of pocket for rental because they have no coverage or not enough coverage.

Source: 2020 J.D. Power Auto Claims Satisfaction Study
Many customers don’t have the right coverage for the vehicle they need, **MOST CARRY UNDER $40/DAY ON THEIR POLICY**

- **8%** pay less than $20 per day
- **16%** pay $20-24 per day
- **25%** pay $25-29 per day
- **29%** pay $30-39 per day
- **13%** pay $40-49 per day
- **9%** pay $50 or more per day

78% of consumers with coverage have under $40/day, enough coverage to pay for a full-size car

Source: 2020 J.D. Power Auto Claims Satisfaction Study
Policy coverage and the types of VEHICLES CONSUMERS ARE BUYING.
Many policyholders are unaware they lack sufficient coverage.

70% Believe They Have Rental Coverage **
Only 50% are Covered **

That leaves 20% exposed **

Only 3/10 drivers indicate they are very confident that they know everything included in their auto policy *

Sources:
**2017 Enterprise Holdings General Population Rental Reimbursement Study
*2017 Atomik Research U.S. Drivers Survey
Considerations impacting claims, collision repairs and

- Materials and technology that make repairs more complicated
- Supply chain disruptions on new and used car availability
- Miles driven increasing
- Repair volume increasing
- Employee shortages

Source: Enterprise Rent-A-Car Quarterly LOR Summary Q2 2021
Your policyholders can be set up with your carrier’s customer pay discount.

Call your local branch to set up a reservation on their behalf.
RENTAL REIMBURSEMENT CONTINUING EDUCATION

Visit Enterprise.com/CECourse for webinar dates
THANK YOU