V: Which mobility PSS have you used recently?

S: Greenwheels and we shortly tried SnapCar. #00:00:29-0#

V: For how long have you been using these services?

S: Greenwheels we used for 10 years until 2017 and we tried SnapCar but it was less successful. #00:00:48-5#

V: How often did you use Greenwheels back then? #00:08:51-8#

S: In the summer months barely, maybe once a month or not even. In the winter I think 4 to 6 times per month and in the summer we did everything by bicycle and didn’t need the car. #00:08:49-8#

V: What contributed to a good or bad service experience? #00:01:13-4#

S: When we started using Greenwheels in 2007 it was pretty much phone-based, you could login on a computer and sign up there but all other things you needed to change, even just making a reservation for a car was done by phone half of the time because you didn’t have internet. #00:01:33-7# So you would call the service desk, make an appointment - so there was a website you could use but we didn’t have internet or smartphones to use in the first instance - or use a computer to book it. Later they introduced and app and also via the app you could just extend which made it a lot easier. At least here in Delft there were enough cars around you so that you could just book one 5 or 15 minutes beforehand if you needed it. We seldomly booked weeks in advance, it was mostly just the day before or even 15 minutes before. #00:02:31-4#

The most negative service encounter we had is that you always need to return the car with 25% fuel in the tank. So once I had to pick up a big cupboard so we rented the station and when I got there it was already slightly below 25% but I am not the type to complain so I booked 15 minutes extra to tank. The first two I passed by didn’t have a service point but were automatic and then I tried to use the tank pass but something went wrong in the system. I never had issues previously because I always had serviced tank stations. But I was at that point in a rush so I couldn’t go to another tank station because aI had to go back to work so I handed in the car and ran off to work and then realised later that evening that I should call or something and did the next morning. Because if you hand it in below you have to pay a fine of €25. #00:07:22-4#

The reason I used Greenwheels because I was like ‘I don’t want us to have our own car. I don’t want us to be tempted because it is there to just take it.’ I wanted a barrier so that I would only use the car when I really need it, because there is bicycle and train so there are good alternatives, at least when you are in Delft. And in the end it is cheaper to have Greenwheels because we didn’t use it that much. But when you use it you pay for it and when you visit the family in the east of the country you are gone for 5-6 hours. Then it’s like, that cost me a lot. All the basic costs that I now pay for my own car are higher than what I paid for Greenwheels back then.

V: Could you describe which steps you had to go through to use a Greenwheels and how these steps changed during the 10 years? #00:09:44-6#

S: So, in the beginning you could use a computer or you could call. For an extension you had to call the system, and we had to do that quite often because you don’t want to book it for too long because then it just costs you money. So, you make the call, you select the code for extending the vehicle and then you would say if you want to extend it for 15 minutes, half and our or an hour, then you would confirm it and hang up. And it was just a fully automated computer system. I think they had that in the start as well. So if you wanted to make a booking you had to either call an assistant or start the computer, go onto their website, log in, select the car you want and then make the booking for the amount of time you wanted to. #00:10:59-6#

The first years, we had a special Greenwheels card so we’d go to the car, scan the card on the front and wait for the signal to be accepted, then get into the car, put in your code and when everything was accepted you could take out the car key and start the ignition. #00:11:48-2# With digitalisation two main things changed, first of all they coupled it also to your NS abonnement so rather than having two separate cards I could use the OV-chipcard for both things. #00:12:26-8# And then they introduced the app which made it easier because you didn’t have to start the computer and login or call or whatever, you could just open the app because you were automatically logged in and it knew location wise that you were already in Delft. I remember it became easier with the app. It was supposed to be that when you start the app that you see your favourite car and that somehow never completely worked but at least it always knew that I was in Delft and then you could just quickly click on the map like ‘Okay, that’s the car I want’. #00:13:57-1# So that was a lot simpler. And before we had one card but two drivers and even if it was just with my OV-chipcard so that meant if I was at work and had my OV-chipcard with me and my husband needed a car he was stuck, actually the same with the Greenwheels card previously. But that was much less of an issue once they introduced the app because in the app as you have internet on your telephone you can unlock the car through the app. So you could just swipe to the right to unlock and you didn’t need the card anymore to physically unlock the car. So then he could just type in the code, access the key and start the ignition.

It did mean you had to have internet so it wasn’t completely failsafe but in those 10 years I had it only twice or so that the car didn’t open while I made a reservation for it. #00:15:28-1# So, behind the screen on the dashboard there is a small black box and you’d hold the card in front and it would first be red, flash orange and if I could open the car it would turn to green and there was something just wrong, probably just broken. So, at that point you just have to call the call centre and then they try to do it themselves and you know reset the system whatever but I know in that case they had to rebook me to a different car.

[Explanation of service improvement by adding a 15 minute buffer between bookings #00:18:35-5#]

V: How did these digital aspects improve your use experience? #00:19:42-5#

S: I mean Greenwheels doesn’t even work without the complete digital system because you need the scanner in the front to get access to the car because otherwise you cannot get the key. The app was definitely an improvement because it made it easier to access… it simplified the process; extending the booking or seeing if there is a back to back booking that was all visible so it was more transparent so it was easier to see which cars were available and until when they were available. And if you wanted to make an extension it was just a swipe. So yeah, this was definitely the main aspect in terms of digitalisation that changed and that definitely made it easier in comparison to the beginning. #00:21:15-4#

V: In which way did the increase of digitalisation change your behaviour and how? #00:21:33-9#

S: So, you are paying per 15 minutes so if you go to a family gathering or party you first book your earliest expectation when you might go home. And your planning might be ambitious to start with and of course if you have traffic or whatever you then you have to anticipate that or extend for that and I think in that sense with the app, especially because you could also see if there was a booking coming up then you know I can stay til 10pm because nobody is coming after me anyways so then you can say ‘Okay, 15 minutes extra, okay maybe even an hour, okay that was too ambitious because we are still talking so another 15 minutes’. So that might be an unintended behavioural effect of the app. #00:23:05-1# But also the booking is just much easier and we could both do it with the same app and the same login. So the booking time I think also shortened while before you did it the day beforehand for sure or maybe even a couple of days in advance because it takes more time and effort to do it while now it is just on the go. #00:24:05-4#

V: How could digital components better support this service? #00:24:24-5#

S: Maybe also with the payment because now the thing was within the car that the tank pass was included there. So then you first had to switch off the car and then push a button or… I always confused these two steps… and type in a special code for the tank pass to be able to pay. And the process to get that code was always a bit complicated I always saw the code flashing and as soon as you took the card out the code was gone, and then you have to stick it back in again, write down the code, write down the milage. I think there digitalisation could have helped more, like you can now pay with your telephone pay with the Greenwheels app by just swiping the phone. And a second aspect, I think the thing with ‘it’s a rental don’t be gentle’ holds true but maybe it is also partly that people just drive a different car, they don’t know the size of it and so you always have to check whether the car is damaged, whether there are scratches on it because you don’t want to be the one being blamed for the scratch and that usually meant looking around the car, checking then the folder if that was in there because there some sort of paper thing that shows it with ‘X’es and then you had to call them and get a code and write all that down. With the two of us in the car at least my husband could already drive while I was making those arrangement to make sure that was in there. Thankfully we never actually caused any damage but we had it several times that someone else had caused minor damage and that we had to report it. So there I think digitalisation would also help like if you could in the app already see like okay the scratch mark with picture so know it was already there so you could just check that and not first have to call the service centre. Probably even smarter would be self-healing paint (laughing). #00:28:51-2#

V: Do you remember how you first found out about the service? #00:29:04-0#

S: That was long ago, probably just advertisement. We’ve seen the cars around the city. We knew we didn’t want to own a car so that seems like a logical choice for having a car for occasion because there are places that are not very accessible. #00:29:44-6#

V: Did back then any digital components influence your decision to start using Greenwheels? #00:29:57-8#

S: No, I don’t think so. When we started digitalisation was still in its basics so it wasn’t really a factor to say ‘yes, go for it’. #00:29:54-5#

V: Do you have anything in this context that you would like to add or share? #00:30:39-9#

S: We discontinued using Greenwheels because we were moving and there was no Greenwheels in the vicinity. #00:32:00-4#

[Logistics issue using a Greenwheels with 2 kids because of seats and stroller #00:33:28-2#]