V: Which mobility PSS have you used during the last 6 months: #00:00:16-3#

S: During the last six months, so that is Greenwheels and Avis. #00:00:17-8#

V: How often are you using them? #00:00:25-5#

S: Frequently, every 2 weeks Greenwheels and I think also bimonthly Avis. So for example yesterday I hired a car for instance. #00:00:38-0#

V: Do you own a car as well? #00:00:38-0#

S: No. #00:00:38-0#

V: What contributed to a good or bad experience with these services? #00:00:50-4#

S: Greenwheels and Avis are very different in that respect. For Greenwheels most important is that the car is there at the place where you expect it is and else you need to have detailed information about where it will be if it is not there. And that really depends on behaviour of co-users. #00:01:26-3#

V: Did you have that before that you didn’t find a Greenwheels car at the pick-up point? #00:01:32-6#

S: YEs, or the other way around so that I park it back but the place is occupied and you need to park it in a different place and then you need to actually indicate that in the system. #00:01:48-8#

V: How do you do that? #00:01:51-7#

S: There is no digital part of that. I just call and they register. The operator just takes a note of it. #00:02:02-9# #00:02:11-2#

V: What does that mean if you booked a Greenwheels that was parked somewhere else, you need to walk around to find it? #00:02:18-1#

S: Yes, but then in the reservation you probably see that hey it is in another location. And it always is nearby. With Greenwheels when you have a delay, but that also depends a bit on the users, you announce it and so then the organisation sometimes can do efforts to book you to another car in the vicinity. I relatively seldom had it to be honest but I also had it the other way around. I had a delay, for example because of a traffic jam and then you have to actively announce again, okay I am late. Normally you can just extend your reservation but if somebody is behind you then you can’t. With Avis, very positive, I hire a lot and get preferential treatment. So if I show up with my nose in the location they say: ‘Hey Mister Mulder’, I get the contract immediately and the car is over there. So it is within 5 minutes. It is really fast. Difficulty is a bit with scratches. You have to check for it and I also had a brand-new car with 4kms and I brought it back and there was a scratch and it was notified in the contract but apparently it came bigger or I don’t know what so I had to pay. You forget then to take a picture. #00:04:06-7#

I mean Greenwheels is very flexible, that’s what I like about it. If you have a delay by train you can immediately choose to pick a car for instance if you are fast enough. And with Avis it is much more for longer stretches. So yesterday we drove around 200km and we took an Avis because I know it is cheaper. #00:04:39-4#

V: When you decide to use a Greenwheels car, what are the steps? #00:04:37-4#

S: Then I use the app, it improved severely over the years and now you actually have something like Google Maps with an overview of the cars based on GPS so you can see which cars are available in the neighbourhood. You select the car, so the app would for instance aim for the next station that you would be able to reach with the delay. And then from there, so you can see how much you have to walk, so within a minute you can have a car basically, it is really fast. In the app you have to indicate the beginning time and the end time, that is the stuff that you need. I need to check who is using the car, my wife uses XX card and I use my NS card. If you make a mistake you could still open the car but it isn’t handy so you need to select which user you are, so there are a couple of steps you have to do.

V: So you can have multiple users in your app?

S: Yes, and for Avis it is a bit different because we are preferred clients, her registration and license is already there in the contract. So if she wants to drive normally we take my credit card and me as the main user and of she want to drive as well I just indicate there at the service counter that my wife want to drive as well and then they make an additional note and then they have to print out the contract again so that is basically a delay. Depending on the situation I leave it like that so she cannot drive or like yesterday she was ill so she cannot drive…

V: Could you explain a bit more how you interact with the service provider, especially through digital channels?

S: Yeah, with Avis I am not so fond of the app because there is always something buggy in there. So basically, when I reserve for Avis I use a desktop machine because I know the process is more fluid there. I just log in, you indicate the location, so that is pretty much what you have to do with Avis. Then you indicate the beginning and end time and you get a proposition of cars. I select mostly a B-type, so a little bit bigger than the small one and I basically always get an upgrade because I am a preferred client. So, you just aim for the almost lowest costs and you know you’ll get a more expensive car. So that is relatively fluent. You get a confirmation via email. I also download it into my agenda so I have a notification when I come to their office. What they recently updated is the contract part. They have a digital contract so that you don’t have to sign anymore. If you would be a new customer [9:10] you would sign on the screen. So, the paperwork became much more fluent. With Greenwheels it is mostly digital unless there is something that the digital service cannot deal with. In such situations I am calling them. Sometimes you cannot lock the car but in most cases, it is my fault to be honest.

V: You need you NS-card, right? You cannot unlock it with your phone?

S: No, since a couple of years you can also unlock it with your phone but I don’t really use it that much. I generally switch the GPS off on my phone because it saves battery so I’d have to actively switch on the GPS and then swipe it over. I always have my NS-card with my driver’s license on me so for me it is a no-brainer.

V: Is there any interaction with the service provider during the drive? Or do you use your smartphone in some way?

S: No, you do not only use your smartphone btw because there is also an onboard computer.

V: And what is on the onboard computer?

S: Nothing, it is a really simple interface. So when you open your car it is basically still locked so there is all kind of electronic locks in the car hidden. In the engine… so that you can’t just drive away so you have to authorise in the car with a pin-code that you are indeed the person that has opened the car. The pin-code stayed the same over the years, it is tied to your subscription. So you open the glove compartment, there is a small computer in there where the key is also inserted so you unlock it, you also indicate whether there is new damage to the car and then you hit yes you can actually take out the key and start the ignition. Beforehand you could take out the key but you can’t start the ignition. So you’d do the opposite when you come back. And there is also an option for the tank card, so there is a different pin-code you can subtract that from the computer. But that interface is really limited, it is a very old LCD display with just a few options. It counts the kilometres but it also has a kind of GPRS connection to the server. So when you unlock the car and I enter the pin-code it checks and confirms in the system that I really use the car. When you bring it back it also sends the kilometres for your invoice and also that you put back the key and stuff like that. I don’t think there is an actual GPS in Greenwheels, they don’t track them. #00:13:06-8#

V: Do you depend on your smartphone for the check-out? #00:13:41-0#

S: No, but you need it for an extension. You could call but you still need a phone. But for an extension you open the app and you indicate that you want to extend and then for how much time. So you cannot do that with the onboard computer for instance. #00:14:15-2#

V: How do you register new damages? #00:14:23-1#

S: In the onboard computer you just have to select yes/no to new damages and then you basically register them in a paper log book. I have been using Greenwheels before the smartphone and then you just did it just by using the card and making a call, that is still possible. They can still work completely without smartphone if necessary. #00:14:48-7#

V: How do the digital components influence your use experience? How has it changed? #00:15:05-2#

S: For Greenwheels definitely, in terms of looking for alternatives for instance. That is very convenient now. You can immediately see where other cars are available for the time slot you want it. They also tweaked the interface. Before you could really see which time slots the car was occupied, they don’t show it anymore. Probably something to do with privacy or user got confused. I used it a lot because then you may be able to move your own slot a little bit and still use that car but now you only get a yes/no kind of indication. So, if it doesn’t fit it suggest alternatives but then of course tweak a little bit with my own time slot and see if it still fits. #00:15:52-7#

I think the seamlessness has really improved. Before there were always like hampering kind of steps in the digital space but now it is almost seamless. What is still funny, if you open the car just like I do, without the app, and then I am driving and I want to extend I actually have to go through a number of steps in the app to indicate where I am that I want to extend. So the app doesn’t understand that I actually via another channel opened the car so there you see that it isn’t seamless yet. I am not sure whether they are going to work on that. #00:16:37-7#

V: How was the user experience hampered before the smartphone was integrated? #00:16:43-1#

S: Oh, yeah I don’t know. I think on a desktop app you could really see the map but not on the smartphone for instance. It was just really for very basic kind of steps that you do. You could always call them of course. #00:17:22-9#

V: Did digitalisation of these services change your behaviour? #00:17:34-9#

S: Now with these cars I am not sure whether it really changed my behaviour but they had a period where they used an electric car from Peugeot and then you could remotely see how full it was charged, so I really liked that. I always felt guilty when I drove to the forest with a car with a combustion engine. I mean it doesn’t make sense in my perspective. So I would prefer for a small range the electric car. So there you could remotely see how far it was charged. So there it would really change how you would relate to a car and now they are rolling out the VW e-Golf. But I haven’t used it because it is not in my neighbourhood yet. #00:18:39-1# I think there I really used the advantage of having remote access in a way. #00:18:49-8#

V: How did you find out about Greenwheels and decide to use this service? #00:19:05-5#

S: I am not sure whether it was work or more private but I was quite late with getting a drivers license, so 25 or so. It was almost demanded by my employer and I had to do company visits at the time, really in the ‘outback’ so it was just not possible by public transport. In quite a large region around Eindhoven so that was when I used it very often. I am not sure whether I used it that much then also for private. #00:19:40-9# I started using it about 20 years ago. #00:20:17-6#

V: How did digitalisation influence the proposition of the service? #00:20:33-4#

S: It is more in theory, in practice I still use it in the same way as I did 20 years ago. In theory what they have now is more flexibility in subscriptions. So they can predict for instance how much costs you will make if you enter the amount of kilometres. So, then they come closer to Avis because there I know quite well how much I am going to pay. So you see that the original proposition that they had for short-rang drive, that they really expanded also into long-range drive. So they are competing now with Avis and that kind of stuff while beforehand that was way too expensive. But for me then it would imply that I would change my subscription but for me it doesn’t make sense because now I have the two options. #00:21:36-0# But I know also from those predictions that it is still relatively expensive compared with Avis or so also because with Avis I get a more expensive car in a way with a bit more space and safety and that kind of stuff. #00:22:10-1#

V: Is there anything else in the context of digitalisation of mobility services like these that you would like to share? #00:22:23-6#

S: There is always an issue of privacy I would say. But for these two services I don’t feel they explore the boundaries. They ask what they need but they don’t follow you on the road or anything. Maybe it is even more like when you connect your phone with the car actually. In a Greenwheels I never do it but in a hired car, because in many cases you have it for several days, you actually actively connect your phone to the car and then you have a lot of exchange like contacts and stuff like that so you also have to delete it I think when you leave the car because most people forget it. So that is something that could be altered I suppose. #00:23:45-0#