



# HyreCar

## Going the extra mile for customers HyreCar drives growth and greater efficiency with MST Solutions and Salesforce

OVERVIEW

HyreCar offers a car-sharing platform that allows car owners to rent their idle cars to ride-sharing service drivers in the United States. Drivers for services such as Uber and Lyft use the HyreCar platform to find cars that best fit their needs for daily, weekly or monthly rentals.

As the industry leading carsharing platform, HyreCar is committed to providing a carsharing marketplace for ridesharing that allows car owners to rent their idle vehicles to rideshare drivers safely, securely and reliably. As its business continued to grow, HyreCar needed a way to consolidate various systems into a cohesive environment in order to improve efficiency and build a single source of truth for its customers. To accomplish this goal, HyreCar partnered with MST Solutions to define, develop and implement Salesforce – the world’s #1 customer relationship management (CRM) platform.

### Challenge

CHALLENGE

Prior to implementing Salesforce, HyreCar was using multiple systems to service customers and drive business results, However, those systems lacked the integration necessary to share information between departments or facilitate cross departmental communication. Limited by the capabilities of its existing CRM software, HyreCar saw an opportunity to reduce the number of systems they were using by replacing them with a more robust solution based on the Salesforce platform. With Salesforce, HyreCar can keep sales moving forward, while tracking KPI's to see what's working, and uncover insights about customers that can be shared between its Sales and Service divisions.

### KEY OUTCOMES

- Reduced customer call times
- Increased efficiency when researching customer accounts
- Improved engagement with customers
- Reduced time required for data maintenance
- Reduced manual tasks required for reporting KPI's

## Solution

HyreCar customized the Salesforce Lightning Platform and Sales Cloud to unlock a better view of their customers and setup a new framework for lead assignment that can be easily configured depending on their specific needs. MST Solutions provided the business and technology resources needed to execute the project. By using MST Solutions and Salesforce, HyreCar was able to find the right tools for their business, connect its sales and services teams, and get a better understanding the health of the entire business.

### KEY TECHNOLOGIES USED

- **Salesforce Platform**
- **Sales Cloud**

## Results

With an enterprise-wide solution in place, HyreCar can provide its teams with the right information at the right time, maximizing the potential of every sales rep. In addition to being able to access everything they need on one platform, Salesforce has reduced the amount of time sales reps spend researching customer accounts, reducing call times and improving engagement with customers. By putting Salesforce at the heart of its business, HyreCare has a high productivity workspace for its sales and service teams to collaborate and execute together. Partnering with MST Solutions helped accelerate the journey to helping employees spend more time focusing on customers.

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