



CASE STUDY

**Express ITech Instrumental in
On-Line Revenue Growth**

Since inception in 1989, Sunshine Rent A Car has operated as a local independent company with a strong emphasis on customer service and low rates.

Challenge:

In 2001 we recognized that we had to re-focus our energy from traditional marketing and advertising, to the internet. We needed to explore the best way to maximize our exposure online, secure the best tools for our website, and do so at a reasonable cost.

Solution:

A professional integration of product and service solutions including the Revolution™ Reservation System integration on www.sunshinerentacar.com, registration on CarRentalExpress.com and access to Kayak.com via Revolution™.

Results:

Presence on CarRentalExpress (CRX) www.carrentalexpress.com dramatically influenced, not only reservation volumes, but online branding. Access to Kayak.com created significant additional revenues as well as additional online branding. Finally, Revolution™ Private Label reservation system on the Sunshine RAC website generated immediate and quantifiable increases in visitor to renter conversions.

Feedback:

*"Our relationship with Express ITech has been incredibly important to the success of Sunshine RAC, to the point now where our Fort Lauderdale & Palm Beach offices rely exclusively on: 1) our website with Revolution™ Reservation System 2) presence on CarRentalExpress.com 3) exposure on Kayak.com (via Revolution™ Manager), for online bookings. **Our volumes jumped from 5 reservation per WEEK in 2001 to a minimum of 50 reservations per DAY in 2009** -- directly attributable to ExpressITech's solutions. They are very quick in responding to any questions or need for guidance when it might come up. As far as Revolution™ as our reservation system goes, we couldn't be happier. It is simple and intuitive for the renter, and our staff managing it, while at the same time being very customizable and robust. **I would recommend ExpressITech solutions anytime for those who need to increase online bookings"***

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