

AJ Rentacar Takes Its Business and Service to the Next Level by Developing the Industry's First Electronic Contract System

With a growing trend of digitalization, paperless offices are fast becoming the norm. AJ Rentacar, a leading car rental company, gained attention for building the industry's first smart electronic contract system using Wacom Interactive Pen Displays. The company deployed the pen displays at its Jeju Branch in the first phase of implementation earlier this year. With the success of the test launch, it subsequently rolled out the system at all its nationwide branches. The system has enabled the company to enhance customer services by dramatically simplifying paperwork and accurately and efficiently streamlining the business. More than just saving cost, the system can block the leakage of customers personal information which is easily possible with paper documents, thus helping to win with customers trust.



Nationwide Expansion After Proven Effectiveness in a Test Operation at the Jeju Branch

Earlier this year, AJ Rentacar provided 11 units of DTF-720 Interactive Pen Displays from Wacom to its Jeju Branch, which is the largest market for short-term car rentals. It implemented the electronic contract system to replace paper contracts with e-documents. The system was introduced to solve the problem of paper wastage and improve customer experience.

After five months of test operation, AJ Rentacar deployed 89 units of DTF-720 Interactive Pen Displays from Wacom to its network of branches nationwide. Previously, the customers faced difficulty in carefully examining the content because the fine-text in the paper contract was too small to read. To solve that problem, the company deployed the 17" pen displays to enable them to check the contract more easily. Moreover, the company imparted training to its staff across the region to enable them to properly use the upgraded system.

The development of an electronic contract system using Wacom Interactive Pen Displays, was one of key IT initiatives. It's a significant achievement because it is the first of its kind in the industry. "Implementation of the electronic contract system not only simplified the contracting process and enabled us to achieve an efficient paperless office environment," said Han Jae-Geun, the Assistant Manager of IT Team at AJ Rentacar.

Electronic Contract System for Instant Space and Time Saving

In the past, AJ Rentacar printed four pages of paper contract (including two pages for the Agreement on the Use of Personal Information). Once the customer had signed it, they would file the document which would need to be retained for five years. This meant approximately 600 contracts were generated daily in Jeju, where the demand for short-term rent is high, and nearly 300,000 contracts were stored nationwide. Scanning the contracts and storing the documents took a lot of time and effort.



The paperless business environment, using Wacom Interactive Pen Displays has simplified the contracting process and enabled more accurate and efficient business process. It not only saved the cost of managing paper documents but also made it possible to respond to customers more quickly. Customers can now use the pen displays to easily and conveniently check the terms and conditions of contract and clauses associated with vehicle use. In addition to tangible benefits such as the saving of paper and more efficient use of business space, the system can prevent the leakage of customers' personal information which was easily possible with paper documents, thus winning the trust of customers.

Assistant Manager Han Jae-Geun commented that, "As most of the employees were unfamiliar with paperless contracts, there was some resistance initially. However, most employees responded positively, as the simplification of paperwork and efficient process saved the work time".

Expanded Role of Tablets for Promotion and PR

AJ Rentacar plans to expand the electronic system to be used for advertising and as tool for improving customer service. When the pen displays are not in use for preparing contracts, AJ Rentacar uses them as digital albums to display promotional images and videos. Some offices have even installed interactive dartboard games on the devices, which they use to promote engagement with customers.

"Since the pen displays are used on site at the branches, we will carry out different PR campaigns and events using them. More than being just the components of an electronic contract system, they'll help us provide more convenient, diverse services to customers," an AJ Rentacar official said.



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