

Copywriting Portfolio: Case Study

RhinoCarHire.com uses FusionCharts to help customers in making optimized travel plans

RhinoCarHire.com is an online car hire service that allows travellers to rent cars at more than 20, 000 locations worldwide. The site was launched in June 2008 and in 2010 it received the Travolution award for being the best car hire website of the year.

The Need for Charting

“RhinoCarHire.com offers lot more than just low priced car hire. As a supplementary service our site provides 6000 pages of useful travel guides to help customers optimize their travel plans. We have added charts to many of these travel guides to help customers review car hire statistics and analyze pricing trends,” said Phil Partridge the Marketing Manager.

Why FusionCharts?

RhinoCarHire.com required a charting solution capable of efficient comparative analysis, so that customers could compare prices by car type. They also wanted a solution that could be integrated with their ASP.NET based Kentico CMS.

Their developer initially tried-out a .NET based charting component prior to adopting FusionCharts. “Our developer thought that .NET would be the best option as we are on ASP.NET platform, however it didn’t work with the Kentico CMS,” added Partridge who then recommended FusionCharts because of its great visual appeal and slick animation features.

The FusionCharts Experience

RhinoCarHire.com’s executives found FusionCharts easy to implement. They felt that building charts and customizing them was a straightforward task, and were even satisfied with the multitude of help options provided by FusionCharts. “We found that code samples and documentation are very well done and complete, so we didn’t have to use other help options such as the knowledge base and the product forum.”

Everyone at RhinoCarHire.com expressed their satisfaction with FusionCharts and the company even received favourable feedback from customers and partners. “Overall we feel FusionCharts is a nice charting product and a great value for money,” concluded Partridge.

Summary for main Case Study page

RhinoCarHire.com the award winning online car hire service uses FusionCharts to help travellers in devising optimized travel plans. Learn how they used FusionCharts to attract customers by providing them a unique value proposition.

Quote to be highlighted

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About RhinoCarHire.com

RhinoCarHire.com is an online car rental service that allows travellers to book car rentals at various locations around the world. The company started operations in June 2003, and currently it provides car hire service at more than 20, 000 locations in North America, South America, Europe and Asia.s