Glympse

# IHG HOTELS & RESORTS & HERTZ CAR RENTAL CASE STUDY

Glympse helps IHG and Hertz modernize their shuttle and transfer services by providing real-time visibility, improved communication, and a far better guest experience.

OBJECTIVES

IHG and Hertz aimed to modernize their shuttle and transfer services by giving guests real-time visibility, reducing uncertainty and frustration at pickup zones, and integrating a smooth, rideshare-like tracking experience directly into their existing digital platforms. They wanted to improve guest satisfaction, lower support call volume, and boost overall operational efficiency.

CHALLENGES

- Guests had no real-time visibility into shuttle location or ETAs.
- Uncertainty at pickup zones caused frustration and hurt brand perception.
- High volume of "Where is my shuttle?" calls strained staff resources.
- Limited fleet visibility led to missed pickups and inefficiencies.
- Guest expectations had risen due to rideshare apps and modern mobility tools.
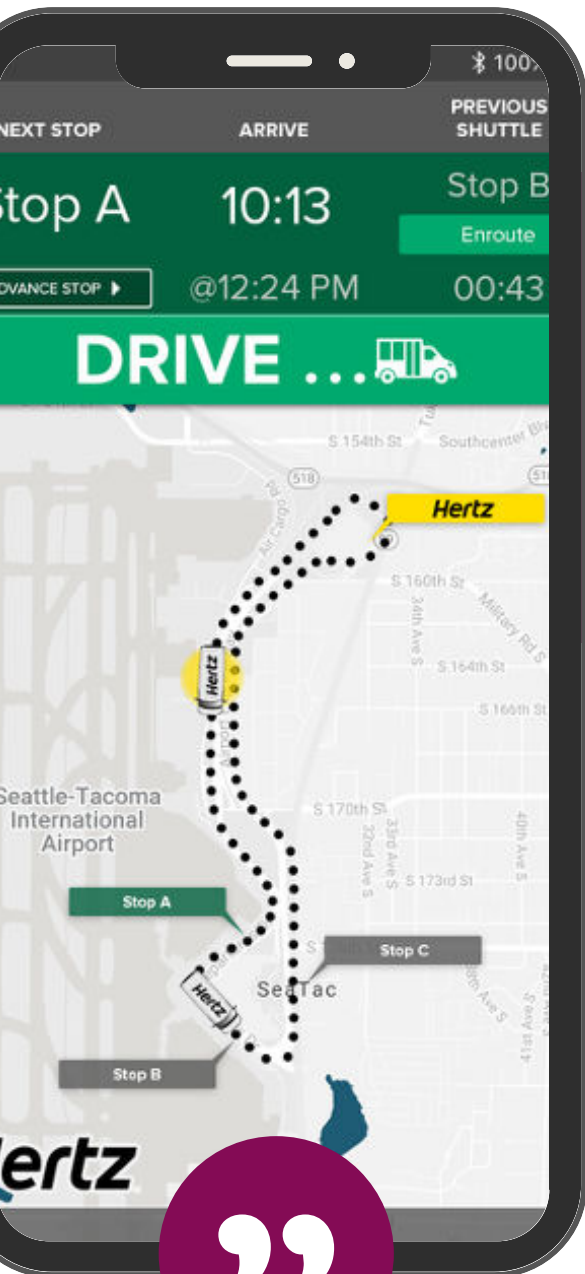
""*Guests now track the shuttle live and the number of calls to our front desk has noticeably dropped.*"
-Senior Leader, IHG Hotels & Resorts

"*Real-time visibility improved our rental-lot pickup experience from the moment travelers stepped out of the terminal.*"
-Transportation Operations Manager, Hertz

SOLUTION

After reviewing their operational needs and guest-experience goals, IHG and Hertz selected Glympse for its ability to deliver a modern, branded tracking experience without requiring major process changes. With Glympse, guests can access a live shuttle map through the hotel app, rental workflow, a webpage, or a simple SMS/email link, giving them instant clarity on where the shuttle is and exactly when it will arrive.

IHG and Hertz chose Glympse for its ability to deliver a modern, branded shuttle-tracking experience with minimal operational changes. Guests can view a live map through the hotel app, rental workflow, webpage, or a simple SMS/email link, giving them immediate clarity on shuttle location and ETA.

Automated geofenced alerts notify guests as the shuttle approaches key zones, reducing uncertainty and dramatically lowering "Where is my shuttle?" calls. At the same time, staff gain real-time visibility into shuttle movement, dwell times, and route patterns, helping prevent missed pickups, improve fleet utilization, and create a seamless, reliable experience embedded directly into each brand's digital journey.

RESULTS

The pilots with both companies have shown immediate value. Guests gain clarity and confidence knowing exactly when shuttles will arrive, enhancing satisfaction and reducing frustration at a high-impact touchpoint. Properties see a sharp drop in shuttle-status calls, allowing teams to stay focused on service. Visibility into shuttle movements improves coordination and asset use, proving ROI quickly and paving the way for scalable expansion.

Most importantly, real-time ETA transparency reshaped guest perception of wait time, turning what was once a pain point into an efficient and reliable part of the travel experience.

CONTACT

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