mopinion Connects

Part of NETIGATE

HILDE DAMBRINK & JOOST VAN DEN AKKER

MOPINION & SUNNY CARS



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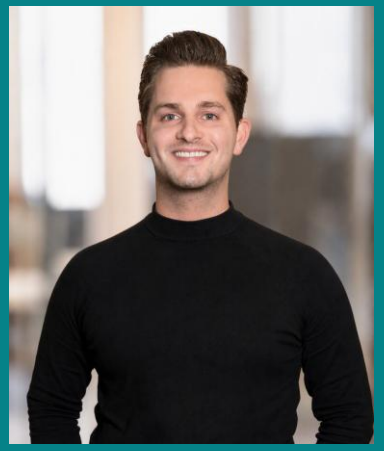
RENT A SMILE

ABOUT US

RIJBEWIJS – PERMIS DE CONDUIRE - FÜHRERSCHEIN - DRIVING LICENCE



Joost

Teamlead Customer Journey

FAVORITE (RENTAL)CAR:	**Volvo XC60**
BEST ROADTRIP:	**Canada**
YEAR OF BIRTH:	**1997**
HOMETOWN:	**Amsterdam**

Lake Louise, Canada

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FOCUS AREAS

Omnichannel Content & Communication

End-To-End Journey Orchestration

Lifecycle, Activation, Loyalty & Review Management

Cross-Functional Leadership & Governance

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ABOUT US

NL

RIJBEWIJS – PERMIS DE CONDUIRE - FÜHRERSCHEIN - DRIVING LICENCE



Hilde

Teamlead Digital Products

FAVORITE (RENTAL)CAR:	**SUV**
BEST ROADTRIP:	**Indecisive**
YEAR OF BIRTH:	**1990**
HOMETOWN:	**Cruquius**

Corcovado NP, Costa Rica

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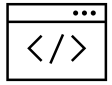
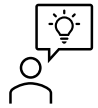
FOCUS AREAS



Product Strategy & Delivery



Customer Centric Experimentation



Customer Feedback & Insights



Digital Innovation

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RENT A SMILE WITH SUNNY CARS

AS THE LEADING CAR RENTAL SPECIALIST, WE BELIEVE IN WORRY-FREE CAR RENTAL. WITH SUNNY CARS, YOU ARE ALWAYS FULLY INSURED AND PROTECTED FROM UNEXPECTED CHARGES. ENJOY YOUR HOLIDAY DESTINATION WITH COMPLETE PEACE OF MIND.

RENT A SMILE!

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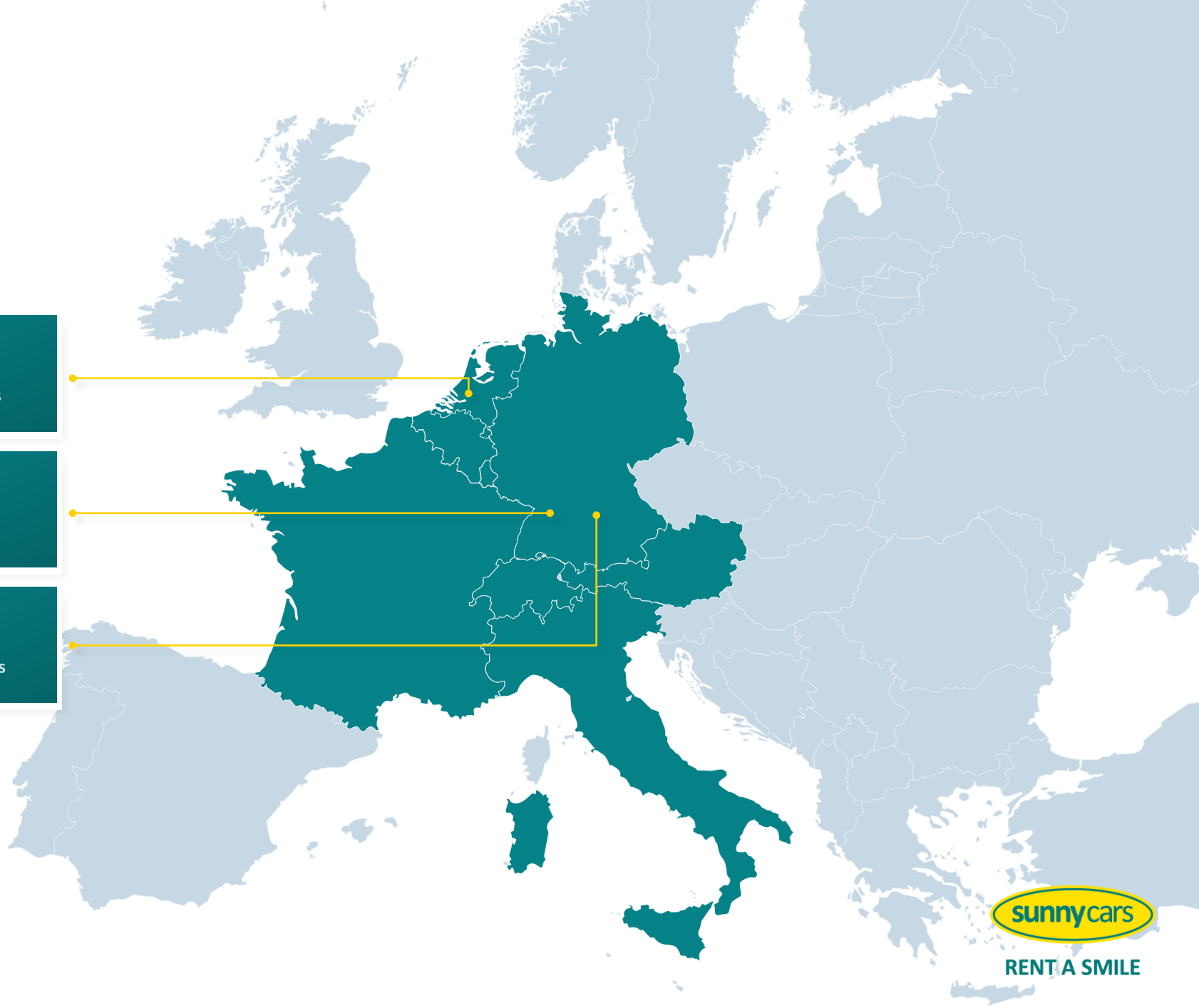
OUR OFFICES

Haarlem
NL, BE & FR markets

Erlangen
IT-development

Munich
DE, CH, & AT markets



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ALWAYS WORRY FREE AND ALL-INCLUSIVE

- → All-inclusive insurance
- → Unlimited mileage
- → Fair fuel policy
- → No hidden fees
- → 24/7 customer support
- → Free cancellation up to 1 hour before pick-up



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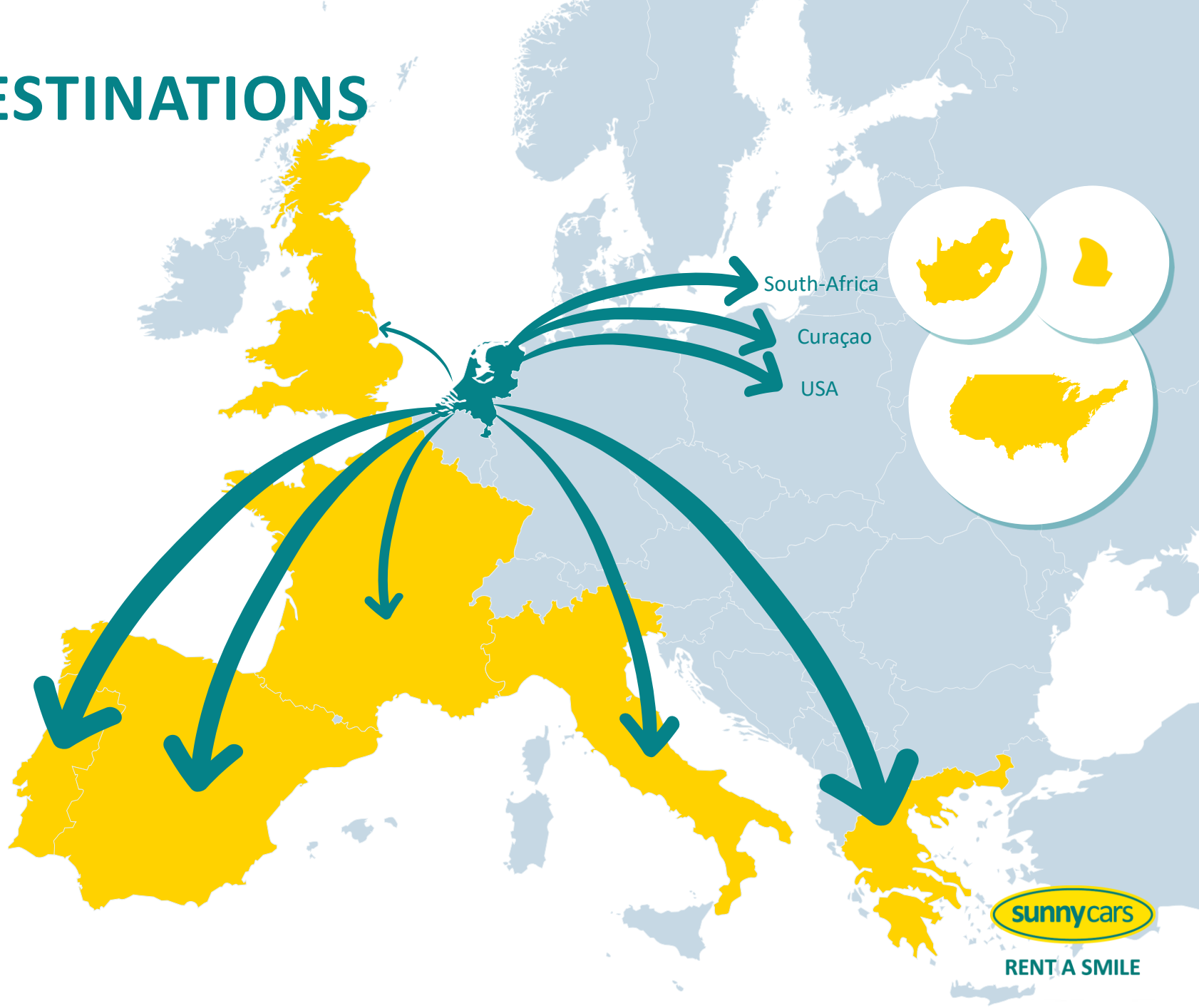
TOP CAR RENTAL DESTINATIONS

DUTCH MARKET

1	Spain
2	Greece
3	Portugal
4	Italy
5	USA
6	Curaçao
7	South-Africa
8	United Kingdom
9	France
10	The Netherlands



WE MAKE OUR CUSTOMERS SMILE

★★★★★ ✓ Geverifieerd

Easy handling

Local partner was friendly and professional, easy handling.
All-in insurance unburdens you.

2 augustus 2026

★★★★★

I recommend.

We had a great experience with Sunny Cars. Communication was excellent, and the whole process was simple, quick, and completely hassle-free. The cars were in great condition and actually even better than we expected. Everything went smoothly from start to finish. We would definitely use Sunny Cars again!

11 augustus 2026 Review zonder uitnodiging

★★★★★ ✓ Geverifieerd

Sunny Cars biedt altijd de beste service

Sunny Cars biedt altijd een totaalpakket, inclusief volledige verzekering. En de communicatie is snel en duidelijk. Service is heel goed. Wij boeken nergens anders meer!

18 augustus 2026

★★★★★ ✓ Geverifieerd

Alles was goed geregeld

Alles was goed geregeld. Vooraf zaken ingevuld waardoor het afwikkelen van het contract en het ophalen van de auto snel en efficiënt was. Heldere communicatie over wat wel en niet te doen (aanvullende verzekering bijvoorbeeld).

20 augustus 2026

★★★★★ ✓ Geverifieerd

Untill now always good

Check in perfect, car perfect, check out perfect, this is not the first time, untill now always good!!!

10 juli 2026

★★★★★ ✓ Geverifieerd

Zorgeloos een auto huren voor de vakantie

Voor de zoveelste keer een vakantieauto gehuurd via Sunny-Cars.
Weer een zorgeloze ervaring!
Probleemloos, snel en adequaat.

20 augustus 2026

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THE WHAT AND THE WHY:

BEHAVIOUR MEETS FEEDBACK



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THE WHAT AND THE WHY: BEHAVIOUR MEETS FEEDBACK

Experiments tell us what happens.

Surveys help us understand why.

- Behavioural data shows the impact
- Survey feedback explains the reasoning
- Together, they lead to better product decisions

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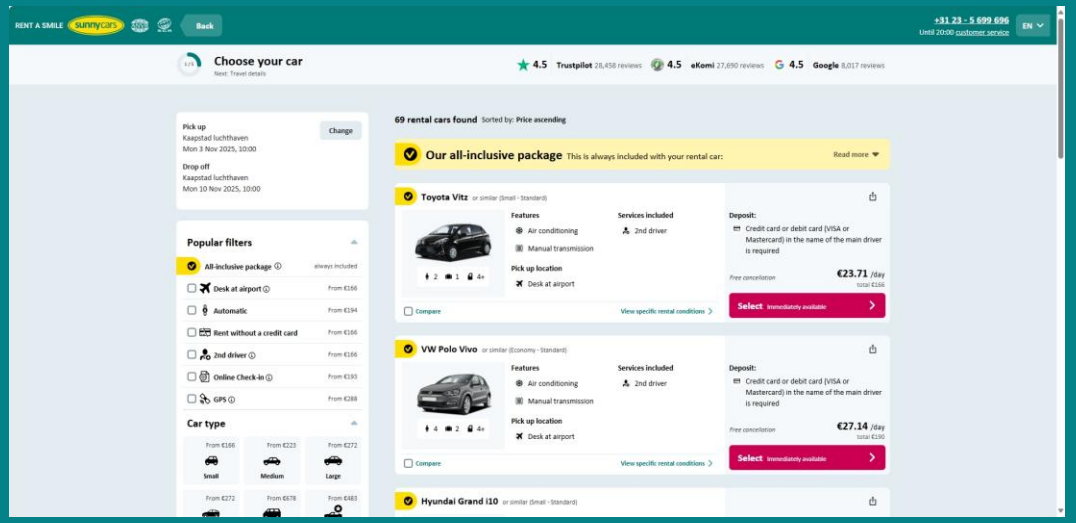
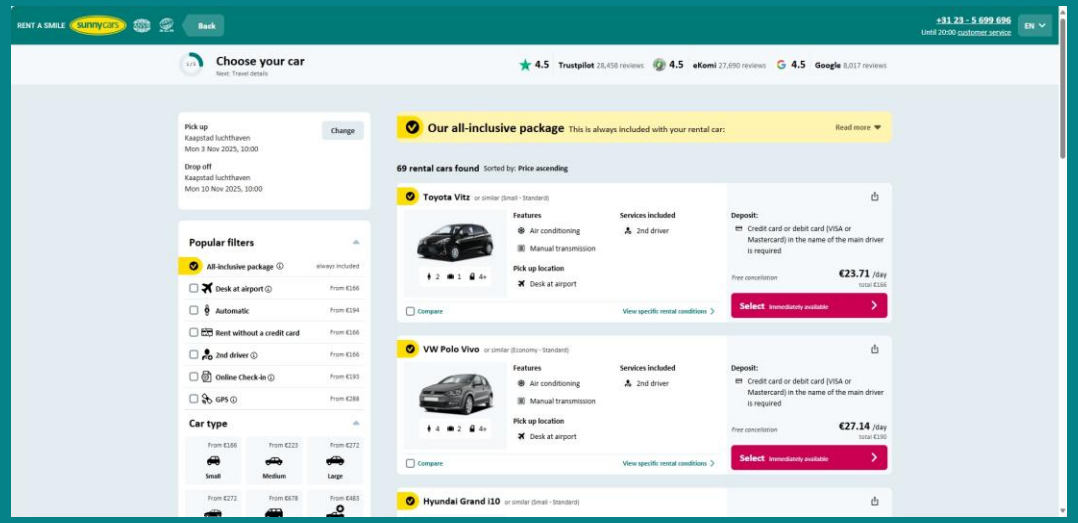
THE WHAT AND THE WHY: BEHAVIOUR MEETS FEEDBACK

If we move the all-inclusive banner above the results count,

then more users will notice that all-inclusive is included in the price,

because the banner is shown higher on the page.





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THE WHAT AND THE WHY: BEHAVIOUR MEETS FEEDBACK



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THE WHAT AND THE WHY: BEHAVIOUR MEETS FEEDBACK

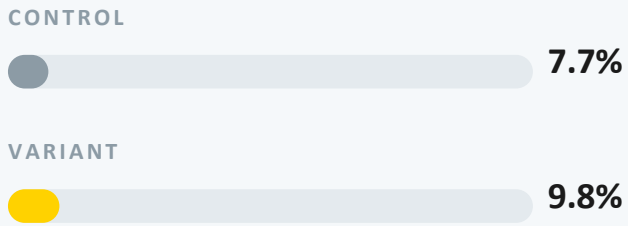
- Significant **negative** effect on transactions (-2.08%, 9% bayesian chance)
- Significant **negative** effect on clicks (-8.88% uplift, 0% bayesian chance)

"The all-inclusive package is included in the displayed price"



▼ 8% understanding

"I'm not sure"



▲ 27% uncertainty

"The package can be added later and is not included in the price"

Sample size too small
to determine a significant difference.

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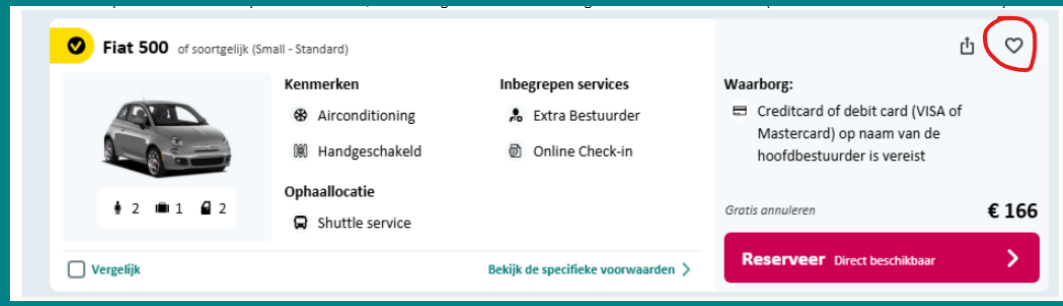
VALIDATE DEMAND BEFORE BUILDING

If we introduce a heart icon on car listings,

then users will express interest in a favorites feature,

because they want to save and revisit cars during their decision-making process.





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VALIDATE DEMAND BEFORE BUILDING



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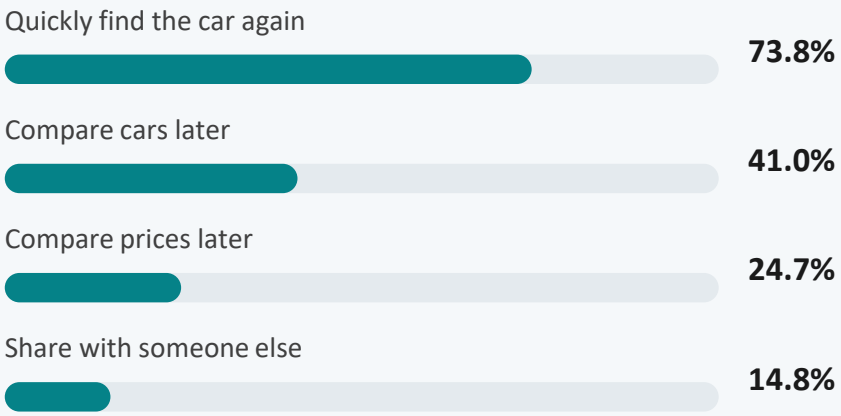
VALIDATE DEMAND BEFORE BUILDING

- Across the full experiment, only **0.6%** of users clicked the new favourite button

The survey provided deeper insight into the expectations of the users who did click:

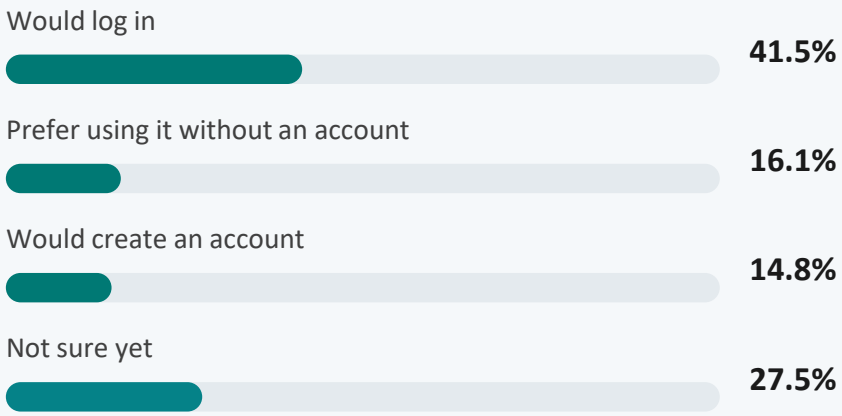
What do users expect from favorites?

Multiple answers possible



Would they use an account?

Single answer



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LISTEN TODAY.
TO ACT TOMORROW.
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OUR TARGET GROUPS



EMPTYNESTERS



WEALTHY FAMILIES



YOUNG CAREER BUILDERS

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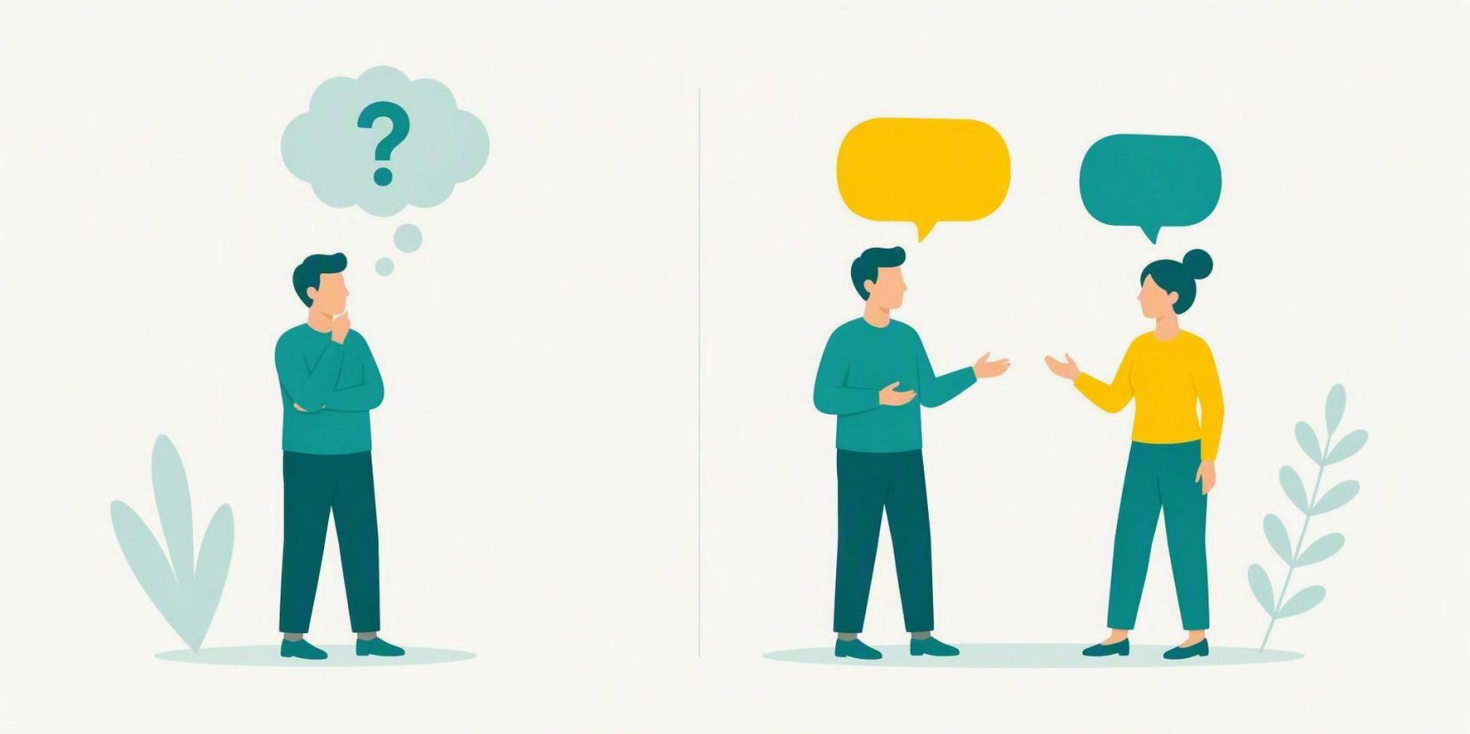
COMMUNICATION OF TOMORROW

Talk with our customers instead of assuming what they want.



FROM THINKING **TO TALKING**

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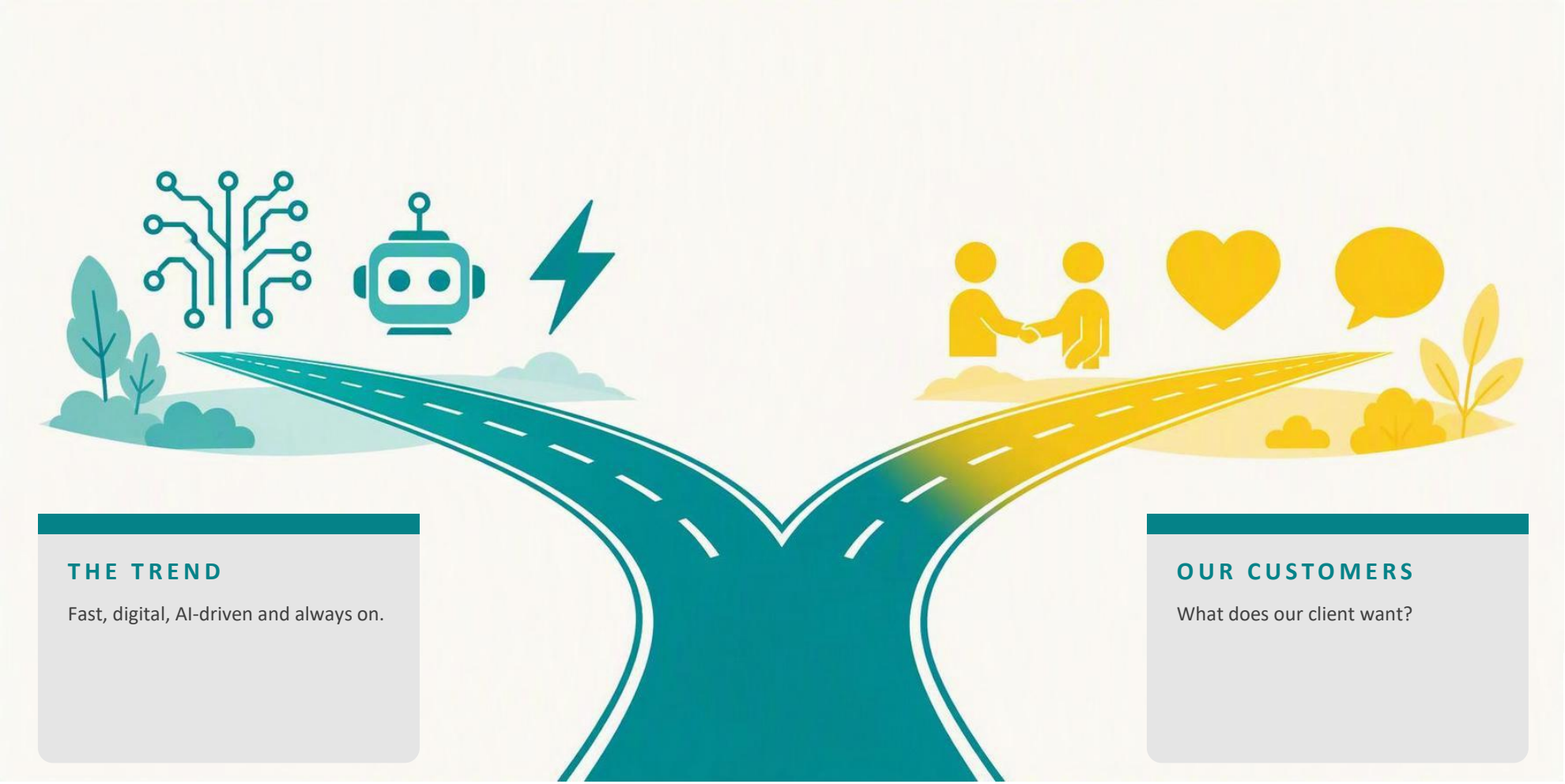
TRENDS VS CUSTOMER VIEW

The trend is fast, digital and AI-driven - but how do our customers see it?



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COMMUNICATION OF TOMORROW

To find out, we carried out various surveys.

01

Preferred Communication Channels

Which channels do customers want?

02

Kind Of Communication

What information do they need?

03

Timing

When are you start planning?

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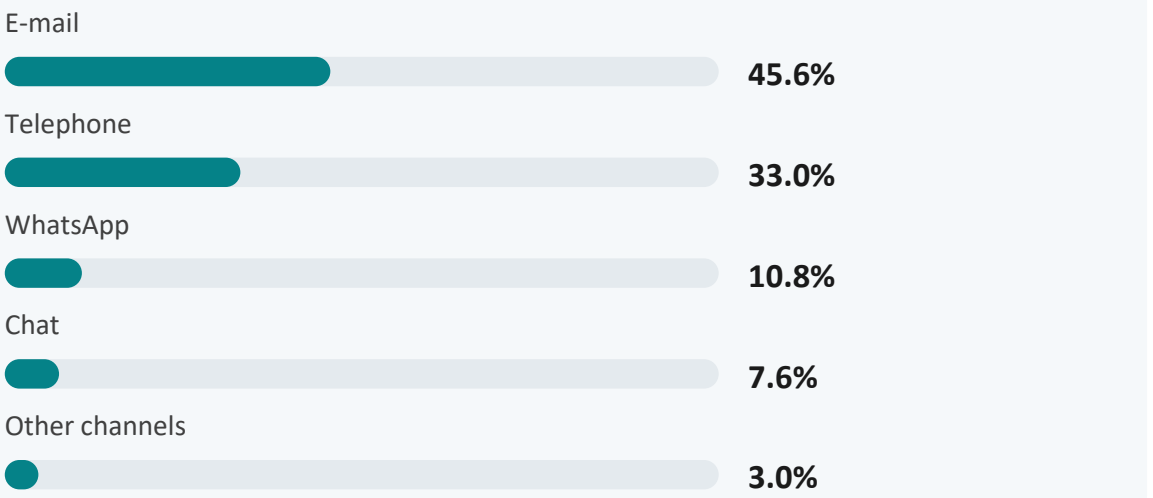
SOME RESULTS

E-mail and telephone dominate, and most customers start preparing weeks ahead.

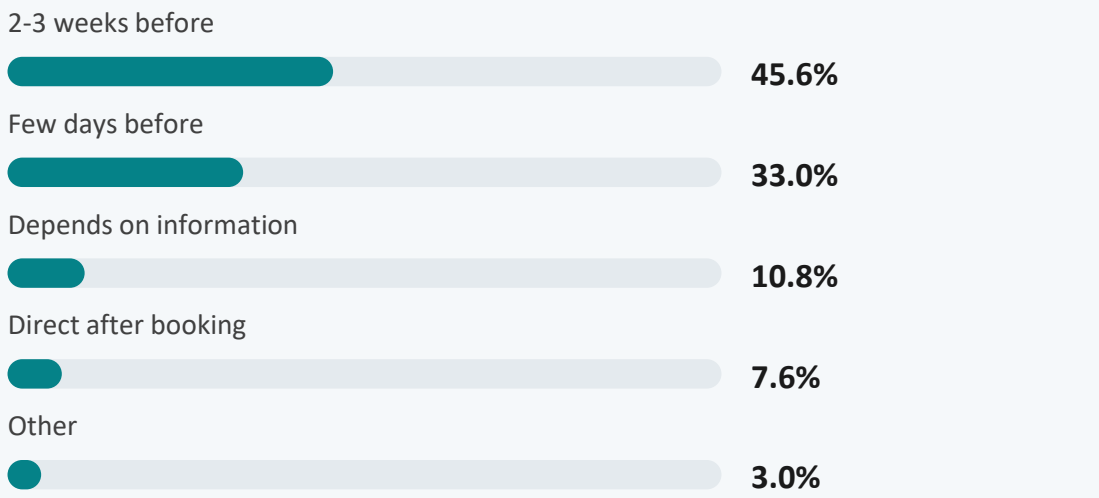
Channel preference

Which channel customers prefer to be contacted on



When do you start preparing

Moment customers want the information



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INFORMATION TO SUPPORT THE DECISION

How the survey results fed into the decision-making.

01

Input for the data inventory

The results were taken into account during the preliminary data inventory.

02

The human side of the data

Next to hard data such as A/B tests, surveys shed light on the human side.

03

A fast first read

An easy way to gather initial findings, and a trigger for follow-up surveys.

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To deliver a worry-free experience **tomorrow**,
we need to listen to our customers **today**.

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