

Good Gnus Content Brief

Project Details

Client	Relentless
Content Type	Blog
Working Title	Hidden costs of clunky rental software
Draft Due Date	9/7/22
Description	<p>The purpose of this article is to show how legacy rental software, and unintegrated systems, has real dollar costs. Clunky software is more than just inconvenient, it affects the rental company's bottom line - and in more ways than one. I suspect that many rental operators deal with their existing setups because "it's too expensive to do anything about it" - which is a short-sighted view. They may also choose to live with it simply because they don't realize how much their legacy system is costing them in terms of operational costs and opportunity costs.</p> <p>Let's show readers the reality of their situation, and point them to a type of solution that can work for them. Since this is top-of-funnel content, this should be more thought leadership and educational than specifically promoting Relentless.</p>
Length	Approx. 1000 words
Target Audience	Rental companies
Funnel Stage	Top of funnel
Links	
External Sources	Additional research opportunities (optional): https://www.ararental.org/ https://www.internationalrentalnews.com/
Primary SEO Keyword	
Call to Action	Subscribe to the blog

The Hidden Costs of Clunky Rental Software

The [rental industry is booming](#), evidenced by 30%+ quarterly revenue growth announcements by many rental companies. And with the economic dynamics making rental options more attractive, the industry is poised to keep growing. The question is, Which companies are positioned to capture, service, and retain new business most effectively?

Most rental businesses have used rental management software for decades to manage their inventory, customers, and sales operations. In many cases, these software solutions are running on aging infrastructure. They have clunky design and workflows, and they don't fully support e-commerce.

Now that rental volumes are increasing dramatically, the financial, operational, and competitive costs of misaligned software are high and quantifiable.

Rental software is critical for managing your business. Unfortunately, standard rental software is notoriously difficult to use. It's often outdated and doesn't integrate with other software programs.

This can lead to inefficiencies and errors that cost businesses time and money. Additional hidden costs that come with clunky rental software can include lost productivity and increased frustration.

Legacy Rental Software and Unintegrated Systems Have Real Dollar Costs

Double booking of the same asset is a common result of poorly integrated and automated inventory management. It leads to frustrated customers who face delays, stressed staff who must scramble to find replacements, and lower profitability for companies that must lose sales or pay premiums for replacement assets.

Even when double bookings are avoided, employees are forced to enter data manually into multiple systems. This slows the process, increases workload, and begs for mistakes.

Unintegrated rental management software also runs the risk of incomplete orders. When an asset is shipped without critical components or cables, work stops at the customer site until the missing pieces are obtained. We know of one rental manager who almost lost their job because equipment went out to a movie set with missing components.

Most rental management companies feel that their repeat business comes from deep relationships with their best customers, but the surest way to damage those deep relationships is with order failures and shipping delays.

One mishap can sour or even end long-standing relationships with key clients. Now that the pace of business is increasing and the growth opportunities are here, don't let clunky software hold you back from scaling up.

What Are the Operational and Opportunity Costs of Your Legacy System?

Hidden costs can add up and put a strain on your business. Misaligned software can cost your company more money than you paid to install and use it all these years. The short-term view is that integration is too costly.

And the longer your company has been using the software, the greater is both the actual and emotional challenge to replace it.

Clunky Software Affects Your Customers' Experience

Another problem is websites with poor user experience for clients. They're old, difficult to navigate and lead customers to bounce. As a new customer looking for a new vendor, the chance of spending much time on one of these websites is low.

Automation can save you and your clients valuable time. Nobody wants to wait around for a confirmation email. Automated processes instantly allow customers to reserve and pay for their rental equipment. Put your focus back on customer service, keep your customers happy, and let software juggle those mundane tasks.

Easy [Navigation and a user-friendly interface are crucial](#) to keep customers engaged and get them to book a rental instead of bouncing over to a competitor's website. Give customers a clean interface that's intuitive and easy to navigate. Ensure you provide all the features you need to manage your business effectively.

Automation Improves Your Customers' Experience

Some veteran rental operators feel that automation will limit their personal touch with the client and weaken the relationship, but [automation doesn't reduce your customer service](#), it enhances it. For every mundane, repetitive task that's automated, your experienced staff have more time to share their knowledge with customers in high-value consultations.

Let the technology do the mundane flawlessly, so your people have more time to do what only they can do.

Reduce the Hidden Costs of Clunky Rental Software

Rental software is an essential tool for rental businesses, but purchasing and implementing new software can be expensive and risky. Selecting the right software, implementing it, migrating legacy data, training employees and connecting it to the storefront can take more time and money and come with greater risks of failure than many businesses can afford.

In some cases, the useful life of legacy software can be extended with some tweaks and integrations. Before abandoning legacy rental management software, Rēlentless can [advise on customization and integration options](#) that may be much faster, easier and less expensive paths to the productivity improvements you seek.

If we determine that implementing new software is the only option, we can help you define, select, and implement the right software for your business and then migrate the data and support your users.

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