

COOLtra

Jordi Tomàs
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Business Lines

3

Countries

6

Delegations

24

Shops

100

Employees

500

Scooters

14.000

**How we
started.**

Short Term Rental Service

Pre

During

After

Everyone involved & only two languages

**Then, we put
the
customer in
the center.**

**Current
situation.**

Short Term Rental Service Electric Motosharing

Pre

During

After

24/7

Over 30 ppl

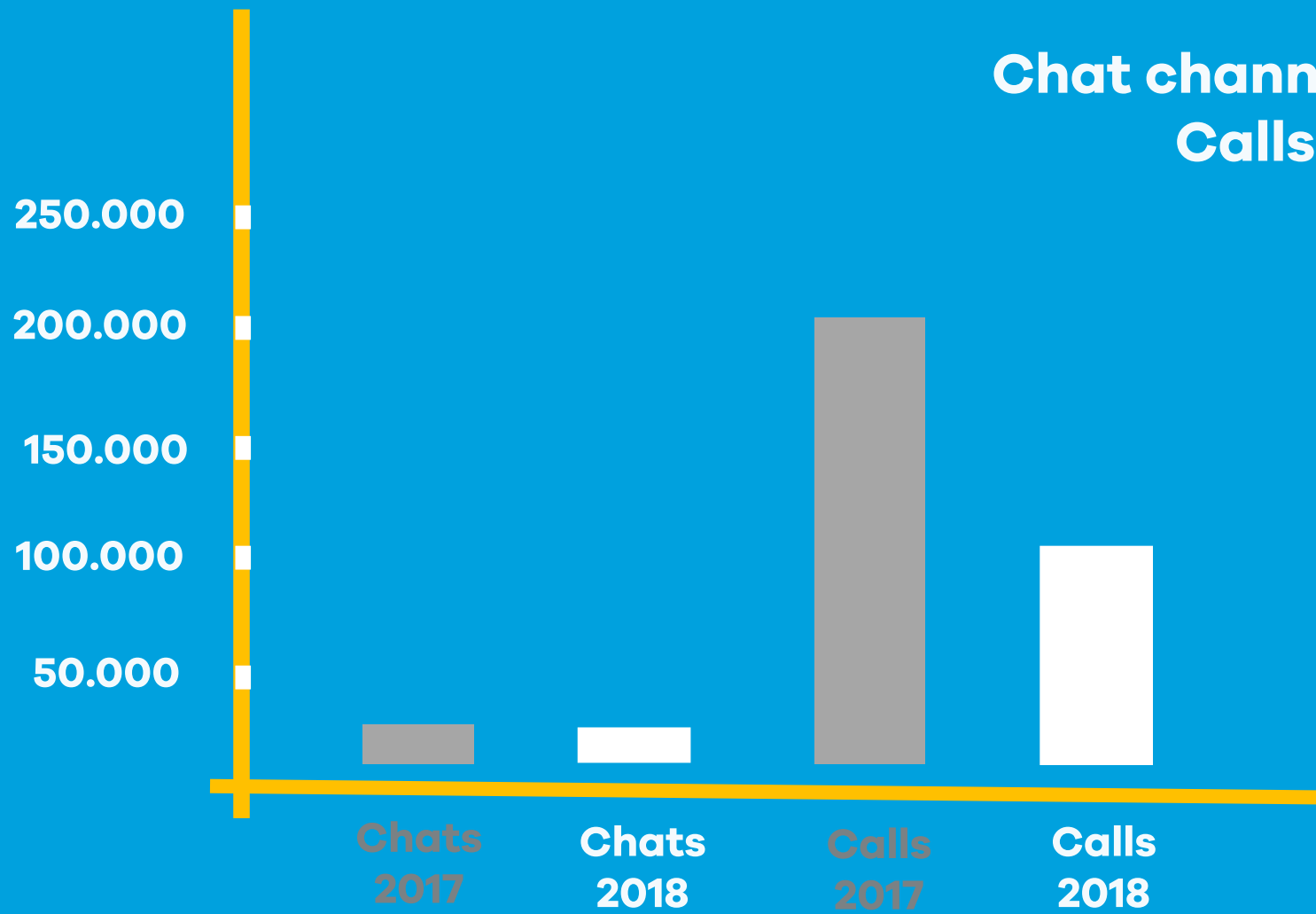
6 languages

Customer Care Team & Customer Experience Team

Phone, Chat, in-app, mail & WhatsApp

**And it is
working great.**

Chat channel is growing **57% YoY**
Calls are growing **29% YoY**



Cooltra

Thank you!

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