

SIXT

case study

DUYGU ECEM KARATAS

GROWTH PRODUCT MANAGER

Agenda

- Strategy
- Persona Analysis
- Growth Initiatives / Metrics
- Prioritization
- Papercuts
- Q&A

Strategy

1. Fix the fundamentals

2. Make upsells work

- Default / recommended options
- Better framing (most popular, best value)
- Context-based offers (flight, family, trip type)

✓ Proposed Approach: Personalized MCI Journey

persona analysis

Personalization Persona Analysis

The Price-Conscious
Planner

The Convenience Seeker
(Family Traveler)

The Digital Minimalist
(Occasional User)

Tracking/Behaviors

Compares prices; spends time on fuel/insurance screens; abandons when pricing feels unclear; toggles off add-ons; may return to previous screens

Longer trip duration; adds child seat or additional driver; views protection options; slower decision-making; may revisit add-on screens

Rents rarely; spends longer on each step; higher drop-off in multi-step flows; may ignore add-ons due to overload; needs guidance

Seeks

Transparency, fairness, no hidden fees, ability to control cost

Safety, simplicity, stress-free travel, bundled solutions

Simplicity, clarity, confidence, step-by-step guidance

Personalization Persona Analysis

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Proposed CX

Trust-led pricing modules: local fuel price comparison, “Pay only for what you use,” clear fee breakdowns; reassurance copy like “No surprises”; default to transparent options rather than premium bundles

Personalized Family Bundle: protection + child seat + additional driver + fuel option; default recommended bundle with toggles; copy focused on “stress-free return” and “everything set before pickup”

Guided 2-Step Check-In: Step 1 trip purpose, Step 2 recommended setup; visible progress bar; fewer screens; plain-language explanations; “You’re almost done” reassurance, remove text heavy to minimalist/visual screens

Personalization Persona Analysis

The Shared Decision Maker
(Group Traveler)

The Business Traveler
(Time Optimizer)

The Experience Seeker
(Premium Driver)

Tracking/Behaviors

Books for 2+ people; hesitates on insurance/additional driver; may pause before payment; may need input from partner/friend; add-ons are group-dependent

Frequent airport rentals; short booking-to-pickup window; skips optional screens; high completion speed; often books premium or mid-premium vehicles; low tolerance for friction, invoice information differs

Opens vehicle details; views upgrade options; responds to premium visuals; higher willingness to pay for better car class; engages with scarcity or exclusivity messages, history to pay for upgrades

Seeks

Collaboration, shared control, flexibility, clarity

Speed, predictability, control, minimal interaction

Better vehicle, exclusivity, premium experience, upgrade visibility

Personalization Persona Analysis

The Shared Decision Maker
(Group Traveler)

The Business Traveler
(Time Optimizer)

The Experience Seeker
(Premium Driver)

Seeks

Collaboration, shared control,
flexibility, clarity

Speed, predictability, control,
minimal interaction

Better vehicle, exclusivity,
premium experience,
upgrade visibility

Proposed CX

Share Trip / Co-Traveler Access:
invite co-traveler to review trip,
add insurance, add driver, or
contribute to payment decision;
clear permission rules; “Invite
travel partner” entry point in
Mobile Check-In

Express Mobile Check-In with
pre-selected essentials; “Skip
refueling” shown as a
convenience upsell; priority
pickup messaging; one-
screen review; progress bar
emphasizing speed

Pre-pickup Upgrade Engine
inside Mobile Check-In; “Best
available today” cards; visual
comparison of booked vs.
upgrade vehicle; urgency
copy such as “Only 2 left”;
one-tap upgrade

The Friction Dropper (At-Risk User)

Occasional renter with low brand loyalty. Easily switches to competitors (e.g., Europcar, Hertz)

Tracking/Behaviors

- Starts Mobile Check-In but does not complete
- Frequently skips add-ons
- High drop-off at payment stage
- Repeated back navigation or app exit
- Starts Mobile Check-In but does not complete
- Repeatedly back actions
- Idle time >30 sec
- Exits at payment or add-on screens

Proposed CX

- Simplified 2-step check-in flow
- Progress bar for step awareness
- Flexible payment options (pay later default)
- Reduced and clearer add-on structure
- Strong trust signals (price transparency, reassurance copy)

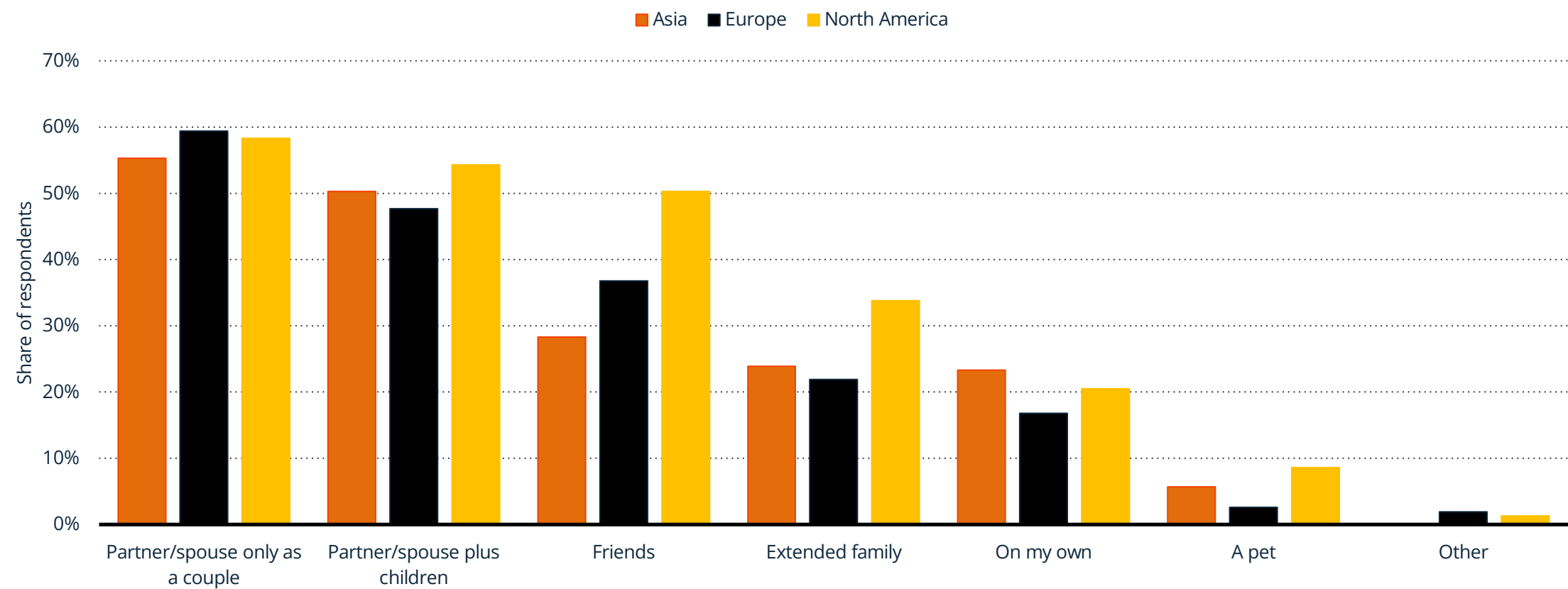
Seeks

- Clarity → “What am I doing?”
- Control → “I’m not forced into anything”
- Trust → “Pricing is fair and transparent”
- Simplicity → “Let me finish quickly”

growth initiatives

Travel companions for trips taken by affluent individuals in the past year as of 1st quarter 2025, by region

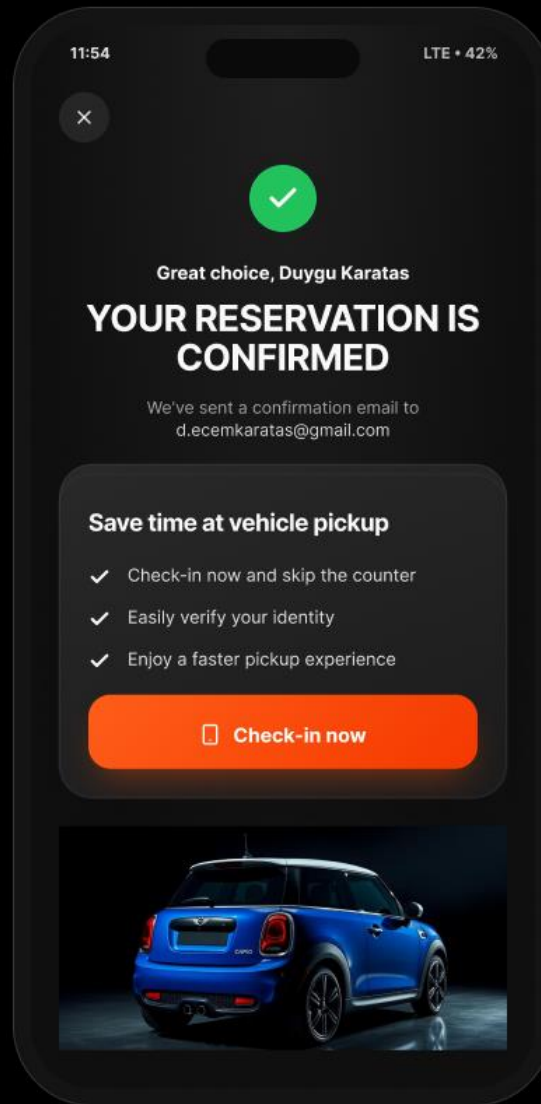
Most common travel companions among affluent individuals worldwide 2025, by region



Note(s): Worldwide; Q1 2025; 18 years and older; 465 respondents; affluent and high-net-worth individuals. Further information regarding this statistic can be found on [page 8](#).
Source(s): Altiant; [ID 1616263](#)

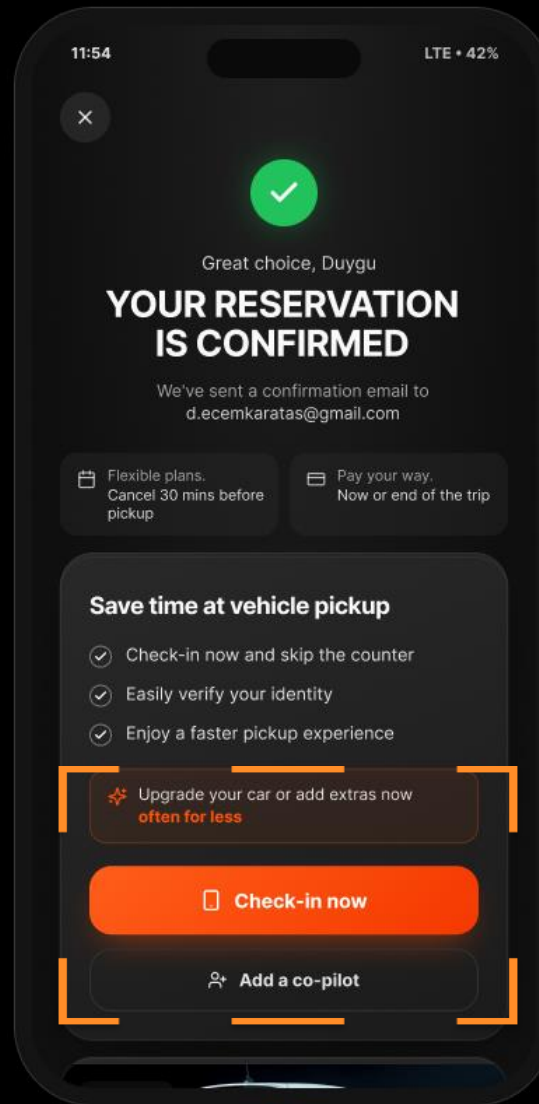
Ingress: Confirmation Screen

The existing post-booking screen alongside two high-fidelity proposals, identical layout, different secondary CTA for A/B exploration.



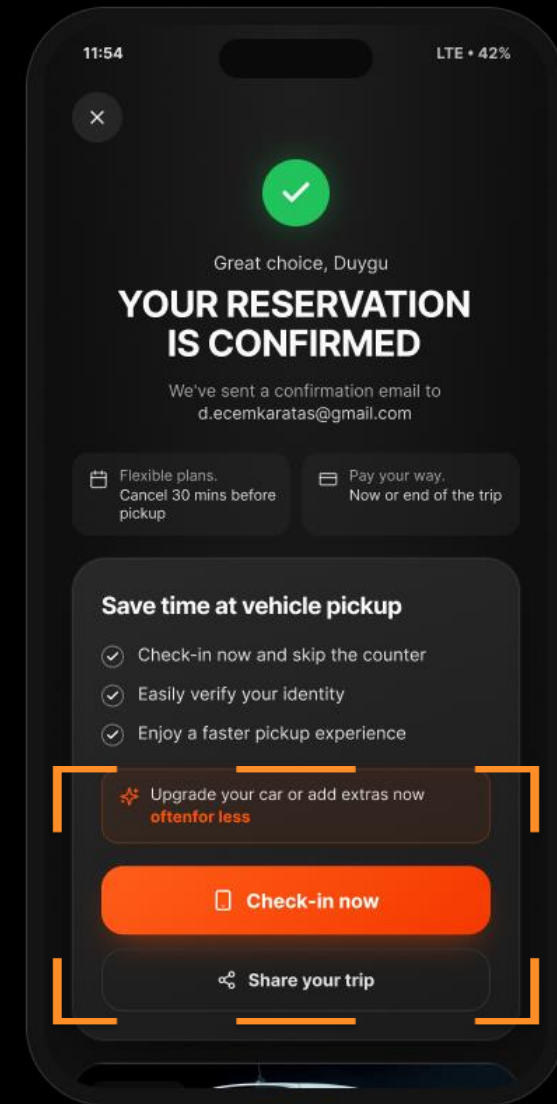
CURRENT CX

As-is confirmation screen



MOCK 01

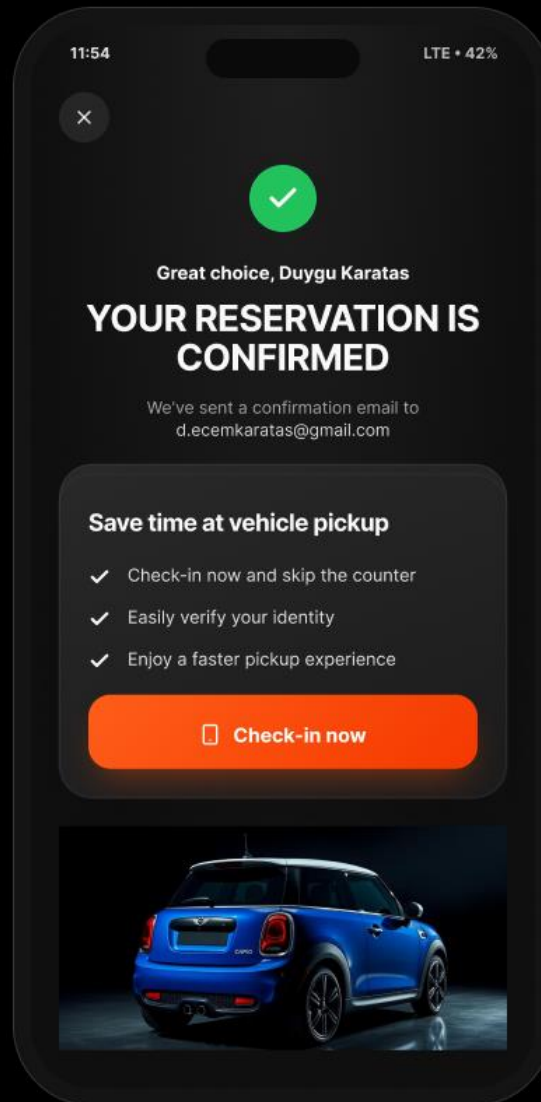
Secondary CTA - "Add a co-pilot" v1.



MOCK 03

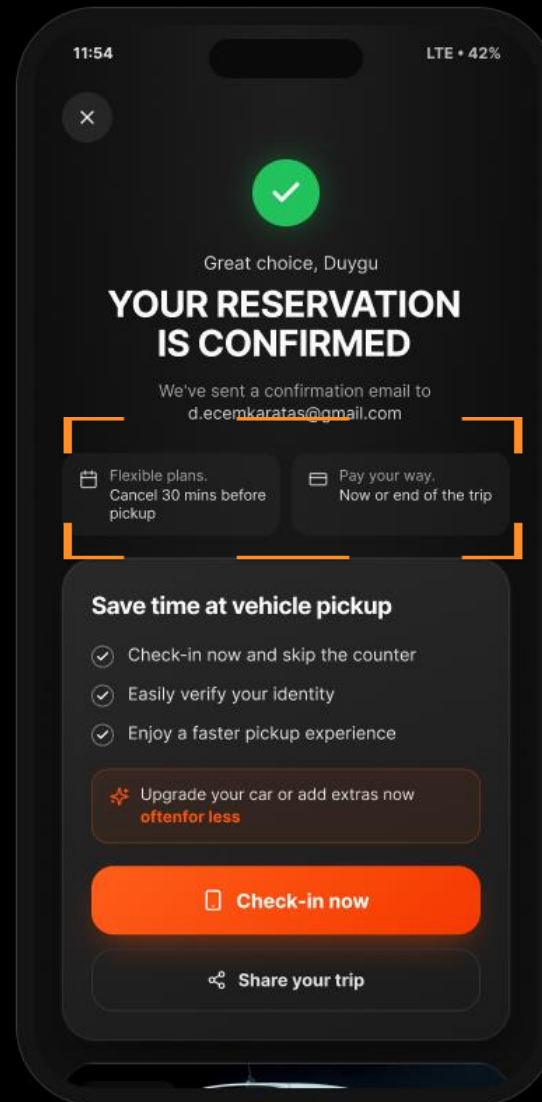
Secondary CTA - "Share your trip" v1.

Ingress: Confirmation Screen



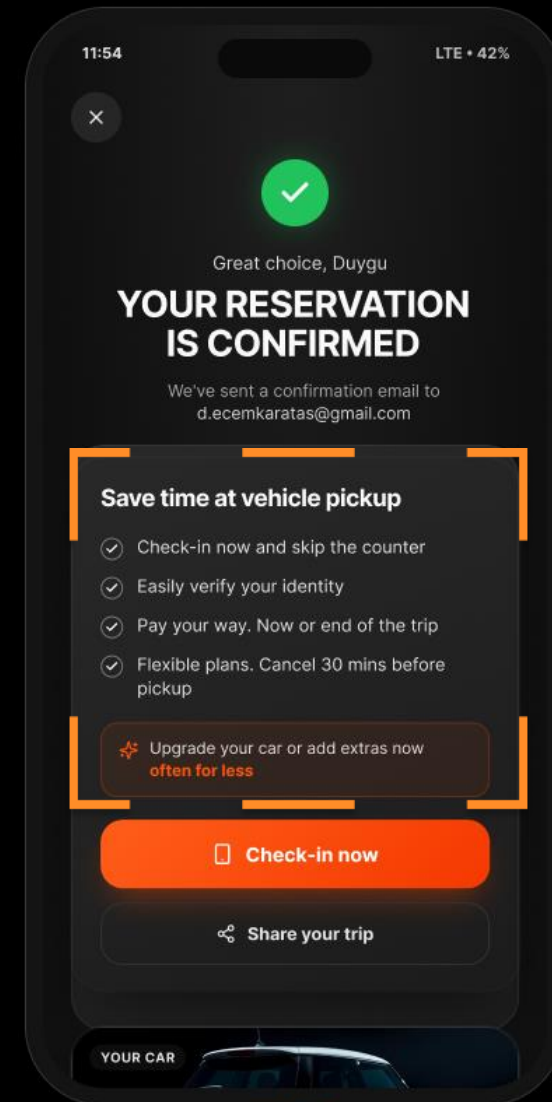
CURRENT CX

As-is confirmation screen



MOCK 03

Secondary CTA · "Share your trip" v1.

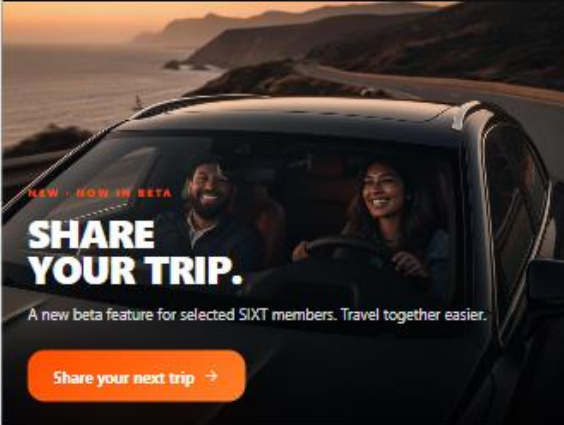


MOCK 04

Secondary CTA · "Share your trip" v2.

Ingress: Beta Announcement Email





NEW - NOW IN BETA

SHARE YOUR TRIP.

A new beta feature for selected SIXT members. Travel together easier.

[Share your next trip →](#)

A new way to travel together.

Travel plans are easier when everyone stays in the loop. With **Share your trip**, you can send your booking to your travel companions and make every step of the rental journey feel effortless.



Keep companions informed
Share booking details, pickup time and location in one tap.



Easier coordination
Co-pilots can modify the booking and add extras to make the trip better.



A smoother rental
From check-in to drop-off — everyone stays on the same page.



NEW - NOW IN BETA

You're on the early access list.

You're among a limited group of SIXT members with early access to Share your trip. Try it on your next booking and help shape what's next.

NEW - NOW IN BETA

You're on the early access list.

You're among a limited group of SIXT members with early access to Share your trip. Try it on your next booking and help shape what's next.



IN THE APP

Find it right in your booking.

After confirming your reservation, tap **Share your trip** to invite your travel companions.

Share your trip

Traveling with others?


Copy link


WhatsApp


Contacts

Co-Pilot
Can manage trip details 

Open your booking and try Share your trip in the app.

[Try Share your trip →](#)

[Learn more](#)



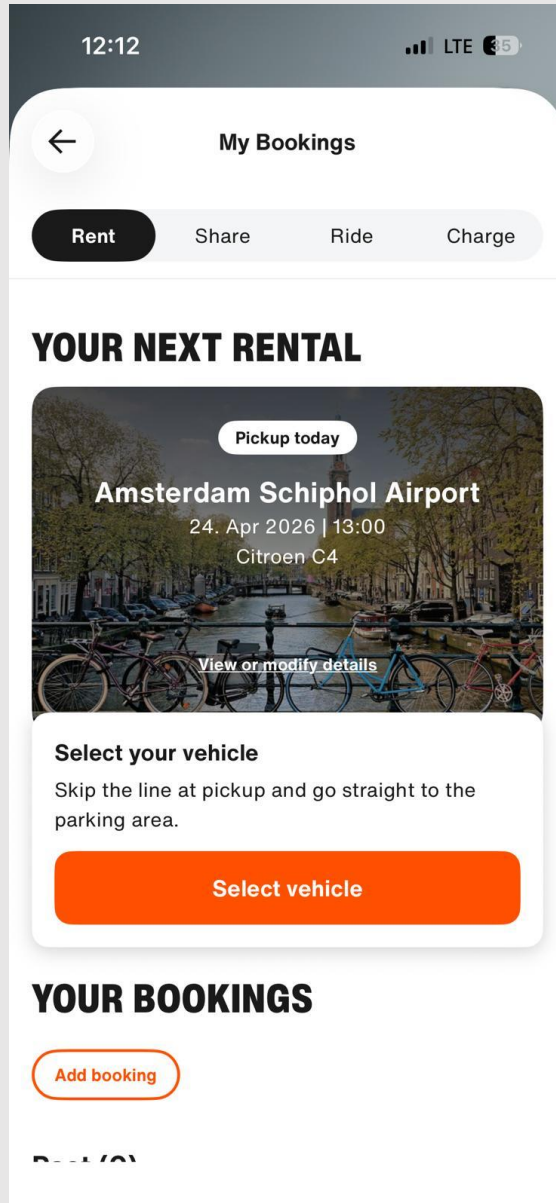
Beta feature: Currently available to selected users only. Availability may vary by booking and market.

[Help Center](#) [Download the app](#) [Privacy](#) [Unsubscribe](#)

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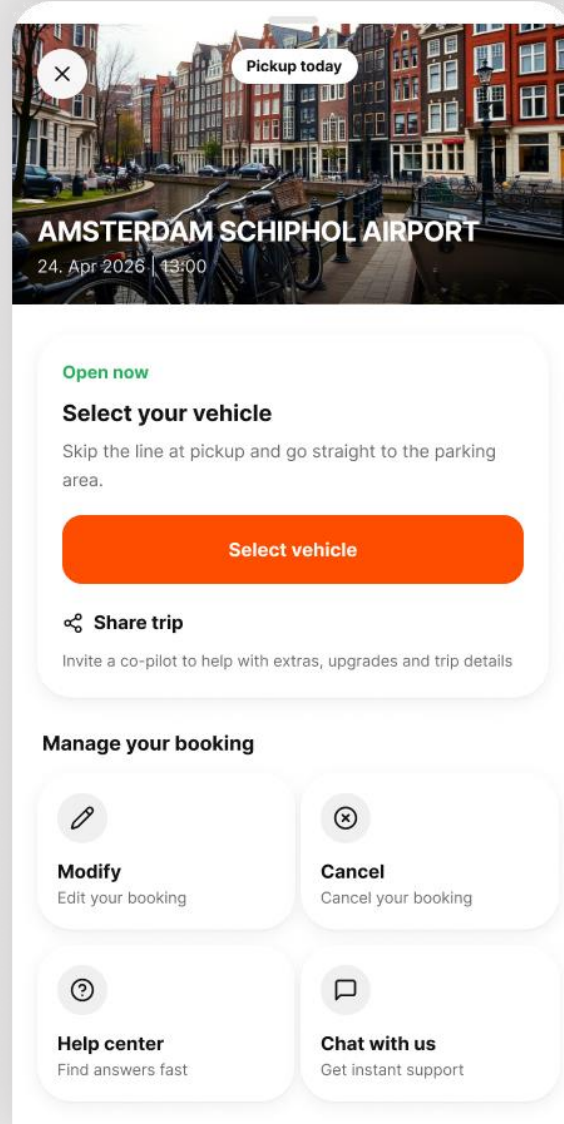
Ingress: My Bookings

Current CX

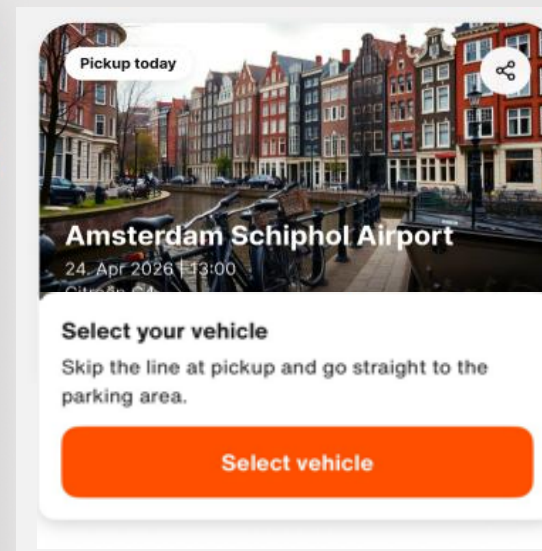


Proposed CX

Treatment 1



Treatment 2

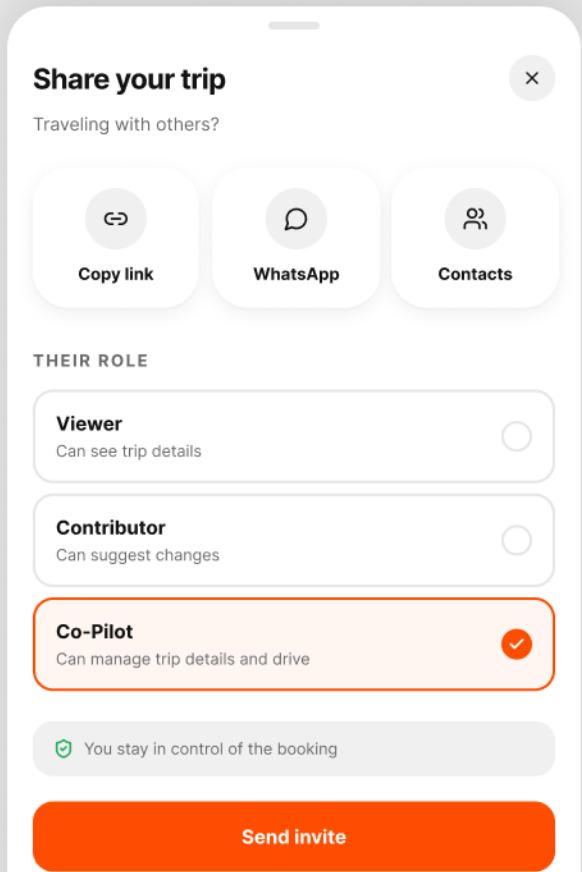


Share trip

Share trip

+ Share trip

Bottomsheet



Modern collaborative app that uses a three-layer notification model:

Trigger	Recipient	Channel
Invitation accepted	Primary user	Push + in-app
Add-on added by secondary	Primary user	Push + email
License verified	All users	In-app badge
Booking change by primary	All secondary users	Push + in-app

UX metrics	Tech metrics
Share Trip entry-point CTR, Invite flow completion, Accepted, Co-traveler task completion, Avg. time to complete shared check-in, Back navigation / Idle time in shared flow, Post-flow CSAT micro-survey	Invite link delivery success rate, Invite link open success rate, Deep link failure rate, Permission / authorization error rate, Booking update success rate, Latency , Duplicate / conflicting action rate, Support ticket rate related to shared trip

Marketing metrics
PN reach and open rate, Add-on attach rate after invite, Additional driver attach rate, Add on per category attach rate, Revenue per booking, Conversion uplift vs. control group, Repeat usage / retention

New CX Component: Progress bar

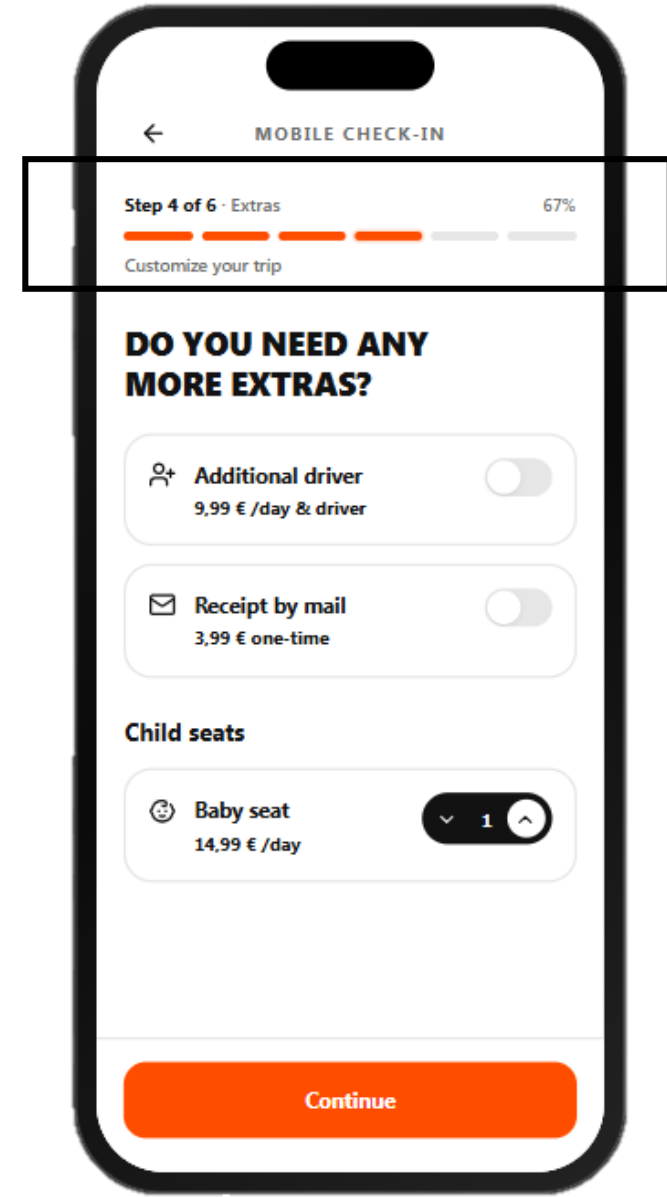
Implementing a visible progress bar alone has been shown to **increase onboarding completion rates by 22%.**



Linear progress bar



Instance here 📌



New CX Component: Progress bar



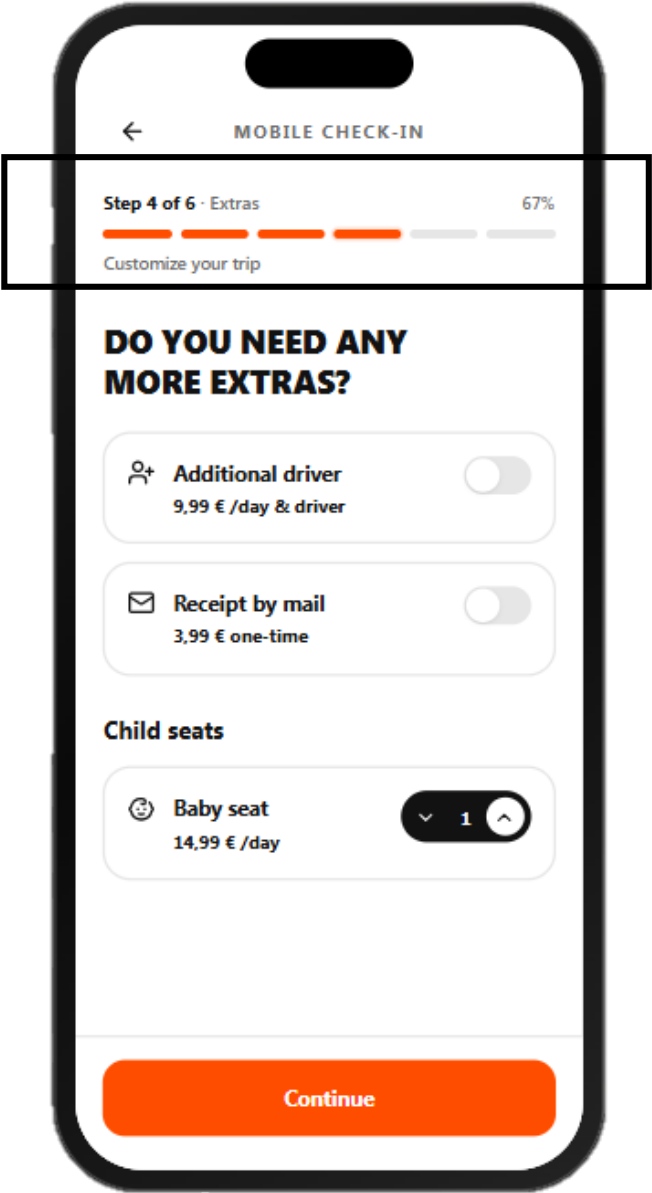
UX metrics	Tech metrics
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Step completion rate, time to complete MCI, Render time (latency), event firing accuracy, drop-off per step, perceived clarity / task success, MCI abandonment rate	step-view logging completeness, navigation error rate
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Marketing metrics	Rationale
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MCI completion uplift by segment, offer exposure rate, downstream add-on attach rate	Clearer progress and timing reduce uncertainty in a multi-step mobile funnel; tech load is low because it is mainly UI and tracking, while marketing impact comes from more users reaching monetizable steps
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Guardrails: Latency, complaint rate, cancellation rate after MCI, customer support contacts, NPS / CSAT after pickup, add-on reversal rate



Shorten the user journey: Save the payment method for the next trip

Current CX

12:06

LTE 37

<

fees & taxes

Taxes61,25 €

Premium Location Fee50,00 €

Total (incl. tax)352,90 €

Security deposit300,00 €

[Learn more](#)

Total authorization652,90 €

We will authorize a hold of €352.90 plus a €300.00 deposit on your card to secure your booking. Your card will not be charged until you return the vehicle.

By continuing, I confirm that I have read and accepted SIXT's [Rental Information](#) and [Terms and Conditions](#).

Total (incl. tax)352,90 €

[Refundable Deposit](#)300,00 €

Total authorization652,90 €

Add payment method

12:07

LTE 38

×

SELECT PAYMENT METHOD

☒ Credit or debit card



The payment method must be under the renter's name and physically presented at pickup. See Rental Information for more details on accepted payment methods.

☐ Apple Pay



Continue

Proposed CX

MOBILE CHECK-IN

Step 6 of 6 · Review & pay100%

✓ You're ready to go

REVIEW AND PAY

CAR

CITROEN C4

Hybrid MAX

1 rental day

Pickup

Amsterdam Schiphol Airport

Fri 24. Apr 2026 | 13:00

Return

Amsterdam Schiphol Airport

Sat 25. Apr 2026 | 09:00

Payment method

✓ Pre-filled

Visa

**** 9999

DEFAULT

Using your default payment method · Tap to change

Total (incl. tax)352,90 €

[Refundable Deposit](#)300,00 €

352,90 €

Confirm & pay

×

SELECT PAYMENT METHOD

☒ Credit or debit card



The payment method must be under the renter's name and physically presented at pickup. See Rental Information for more details on accepted payment methods.

☐ Apple Pay



Visa **** 2222

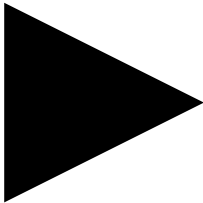
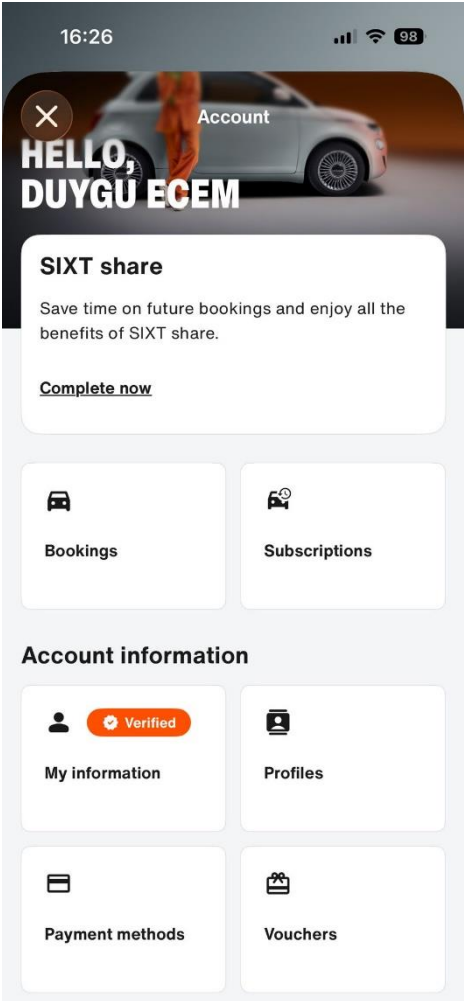
fgdfgfdg · Exp dfgdfg/28 · Use default payment method

CHANGE CARD

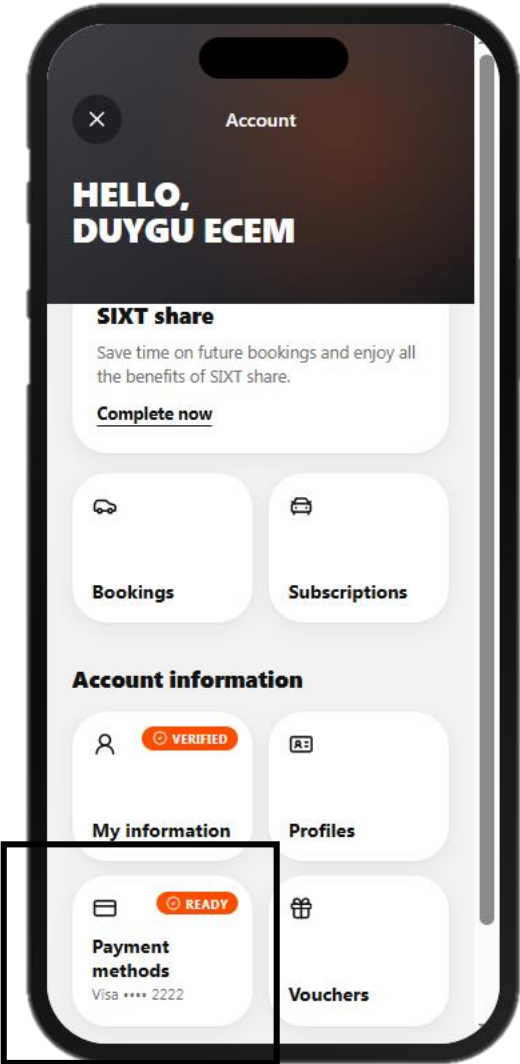
Continue

Shorten the user journey: Save the payment method for the next trip

Current CX



Proposed CX



Shorten the user journey: Save the payment method for the next trip

UX metrics	Tech metrics
------------	--------------

Payment step completion, new PM addition abandonment, average taps / time in payment, user-reported effort, returning-user completion rate

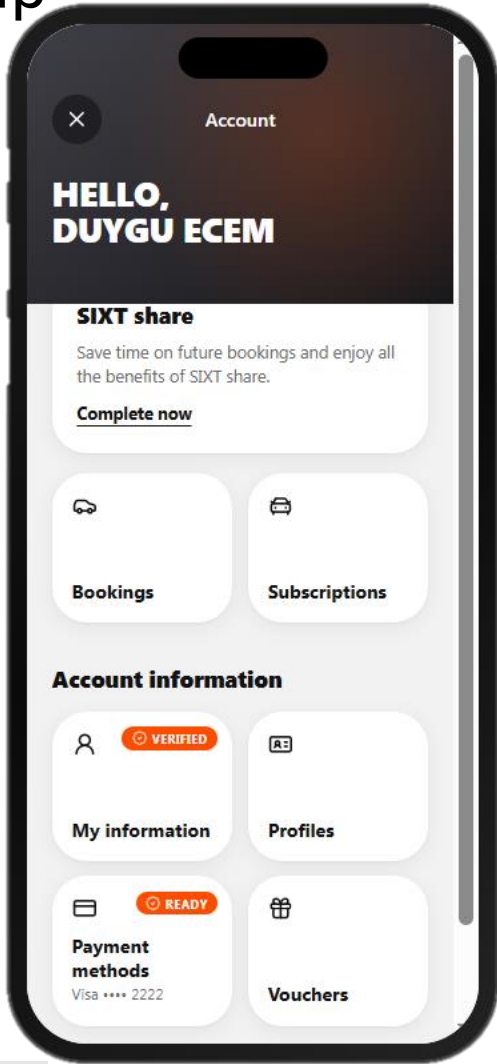
Tokenization success, payment API error rate, saved-method retrieval success, auth failures

Marketing metrics	Rationale
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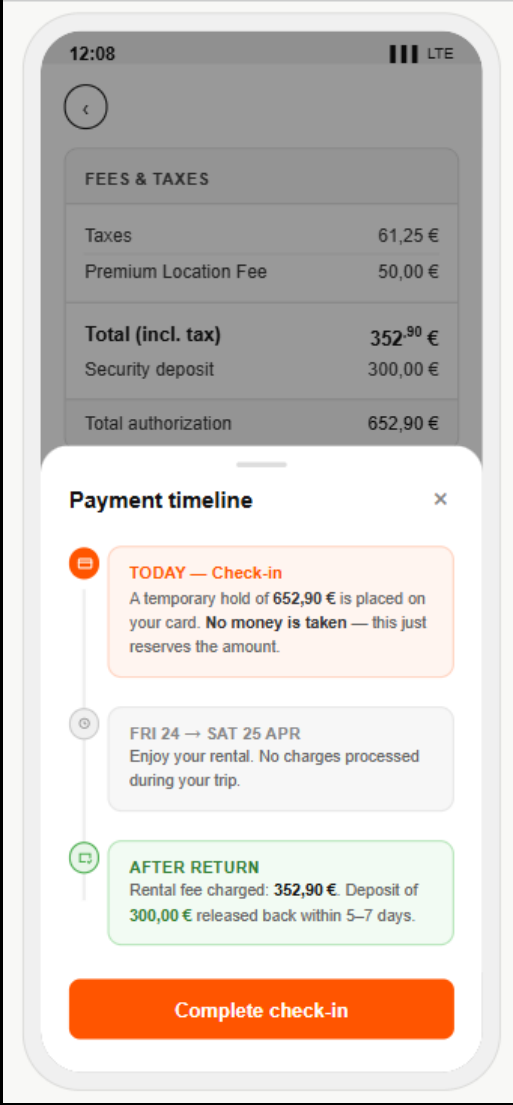
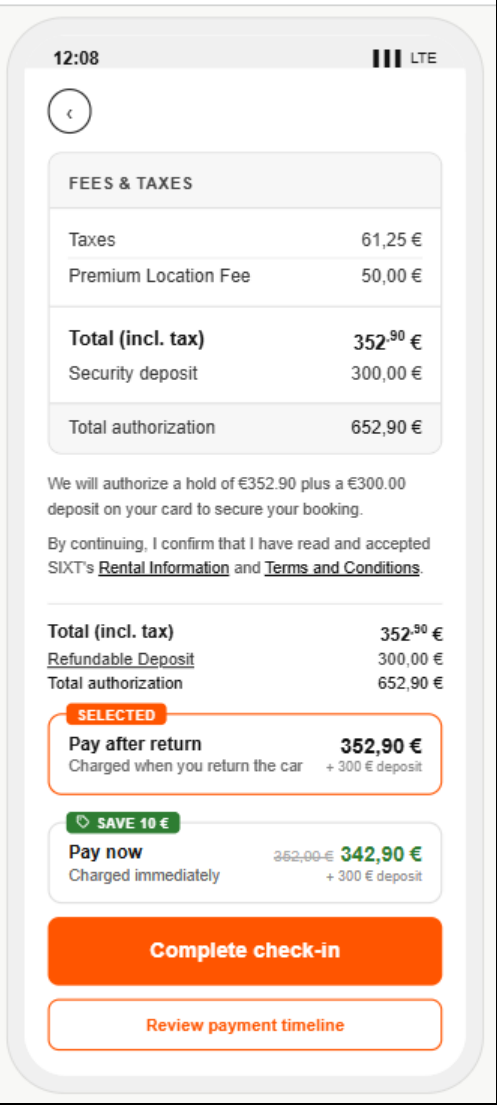
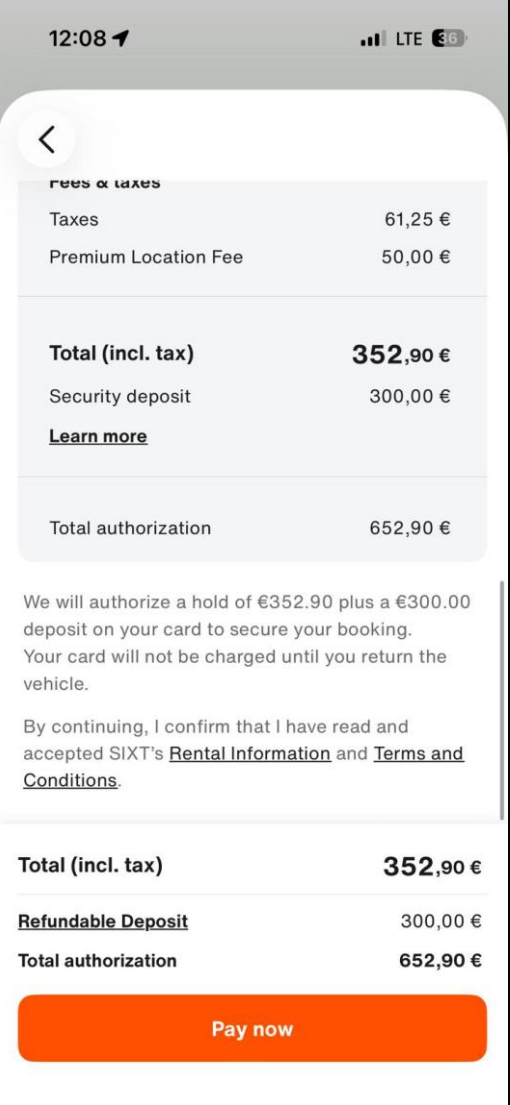
Repeat-user conversion uplift, payment method reuse rate, incremental revenue per rental

UX value comes from fewer inputs and faster checkout; tech effort is medium because secure storage and account linkage are required; marketing benefit appears in repeat conversion and revenue lift

Guardrails: Latency, complaint rate, cancellation rate after MCI, customer support contacts, NPS / CSAT after pickup, add-on reversal rate



Fix: Point of no return feeling with pay now call to action



5.1. Give freedom and state of mind. Allow/make visible *pay later* in mobile check in, reduce the decision fatigue. Incentivize pay now.

5.2. Give clarity. Users don't drop because of payment, they drop because they don't understand what happens next in text heavy context.

Pay after return

12:08

LTE

FEEES & TAXES

Taxes61,25 €

Premium Location Fee50,00 €

Total (incl. tax)352⁹⁰ €

Security deposit300,00 €

Total authorization652,90 €

We will authorize a hold of €352.90 plus a €300.00 deposit on your card to secure your booking.

By continuing, I confirm that I have read and accepted SIXT's [Rental Information](#) and [Terms and Conditions](#).

Total (incl. tax)352⁹⁰ €

Refundable Deposit300,00 €

Total authorization652,90 €

SELECTED

Pay after return352,90 €

Charged when you return the car + 300 € deposit

SAVE 10 €

Pay now352,90 €

Charged immediately + 300 € deposit

Complete check-in

Review payment timeline

12:08

LTE

FEEES & TAXES

Taxes61,25 €

Premium Location Fee50,00 €

Total (incl. tax)352⁹⁰ €

Security deposit300,00 €

Total authorization652,90 €

Payment timeline

TODAY — Check-in

A temporary hold of 652,90 € is placed on your card. No money is taken — this just reserves the amount.

FRI 24 → SAT 25 APR

Enjoy your rental. No charges processed during your trip.

AFTER RETURN

Rental fee charged: 352,90 €. Deposit of 300,00 € released back within 5–7 days.

Complete check-in

Pay now with incentives

12:08

LTE

Pickup

Amsterdam Schiphol Airport

Fri 24. Apr 2026 | 13:00

Return

Amsterdam Schiphol Airport

Sat 25. Apr 2026 | 09:00

Payment method

Pre-filled

Visa **** 4343

DEFAULT

Using your default payment method · Tap to change

Total (incl. tax)352,90 €

Refundable Deposit300,00 €

Total authorization652,90 €

Pay after return352,90 €

Charged when you return the car + 300 € deposit

SELECTED

Pay now342,90 €

Charged immediately + 300 € deposit

Pay now

Review payment timeline

Great choice! See you at pickup.

12:08

LTE

FEEES & TAXES

Taxes61,25 €

Premium Location Fee50,00 €

Total (incl. tax)352⁹⁰ €

Security deposit300,00 €

Total authorization652,90 €

Payment timeline

TODAY — Check-in

342,90 € charged immediately + 300,00 € deposit hold placed on your card.

FRI 24 → SAT 25 APR

Enjoy your rental. No charges processed during your trip.

AFTER RETURN

Rental already paid. Deposit of 300,00 € released back within 5–7 days.

Pay now

Choose the way you pay

UX metrics	Tech metrics
Payment understanding score, pay-step abandonment, timeline click-through, choice confidence, CS contacts for incentive promotion	Incentive eligibility accuracy, payment timeline load time, payment event tracking, fraud metrics

Marketing metrics	Rationale
Pay-now mix shift, incentive granted/spent rate, conversion uplift, revenue shift, 80% incentive budget threshold alarms	This directly addresses confusion around when money is charged and should reduce decision fatigue; tech effort moderate because pricing, incentives, and timeline states must stay consistent; marketing impact is in better take-rate and a higher share of upfront payment

Add-on CX Fuel Refill Ingress: Mobile Check-in and Push Notification

OBJECTIVE

Increase fuel add-on conversion by:

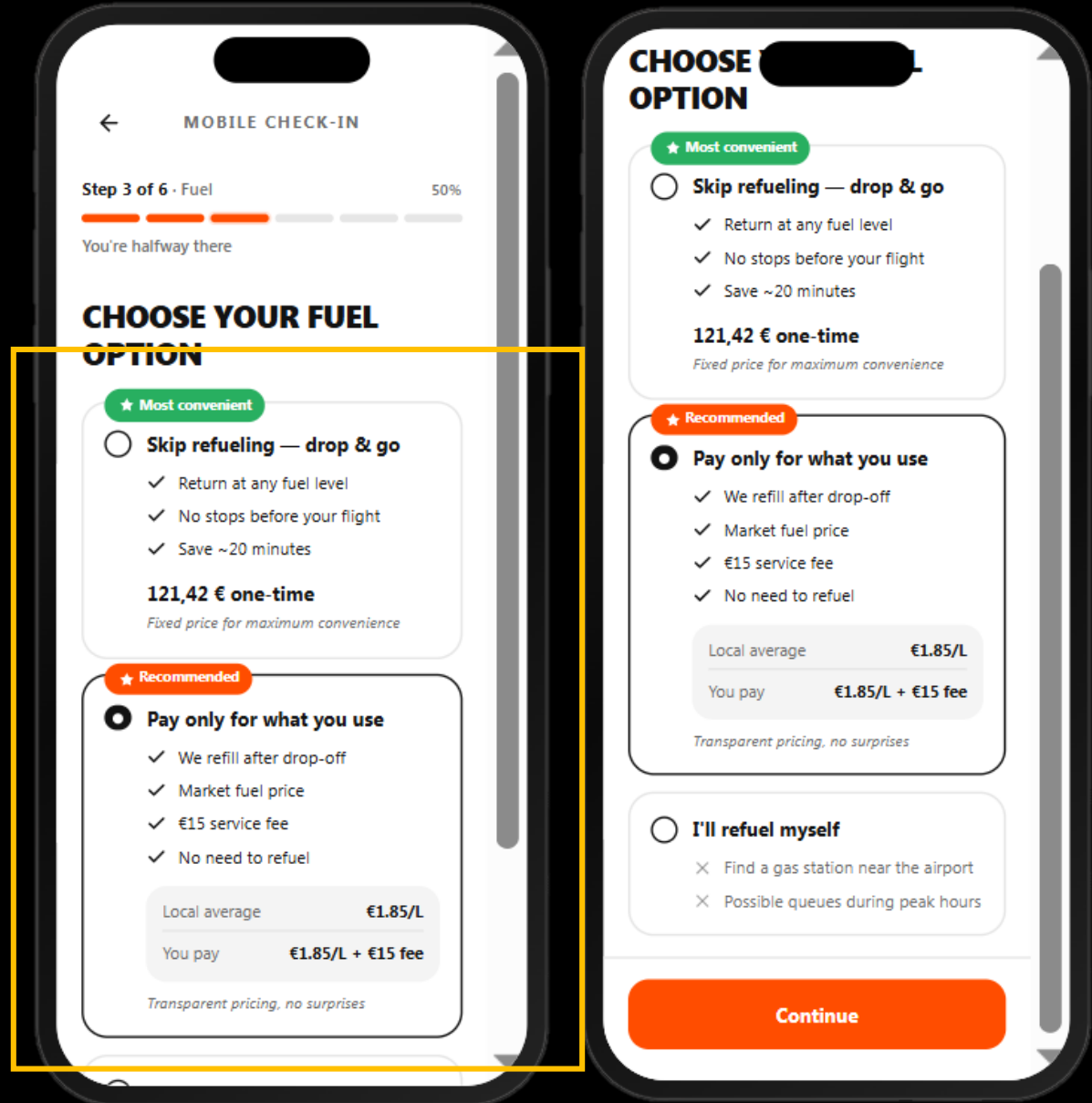
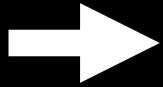
- Reducing price distrust
- Framing convenience value
- Introducing flexible refill models
- Supporting decision with real-time data

SOLUTION

1. Convenience (fixed price): Skip refueling
2. Fair pricing (usage-based): Pay only for what you use

Introduce a price transparency module:
Show local fuel price vs. SIXT pricing in real time
Reframe “Skip refueling” as a premium upsell
(convenience-first) and reduce cognitive load

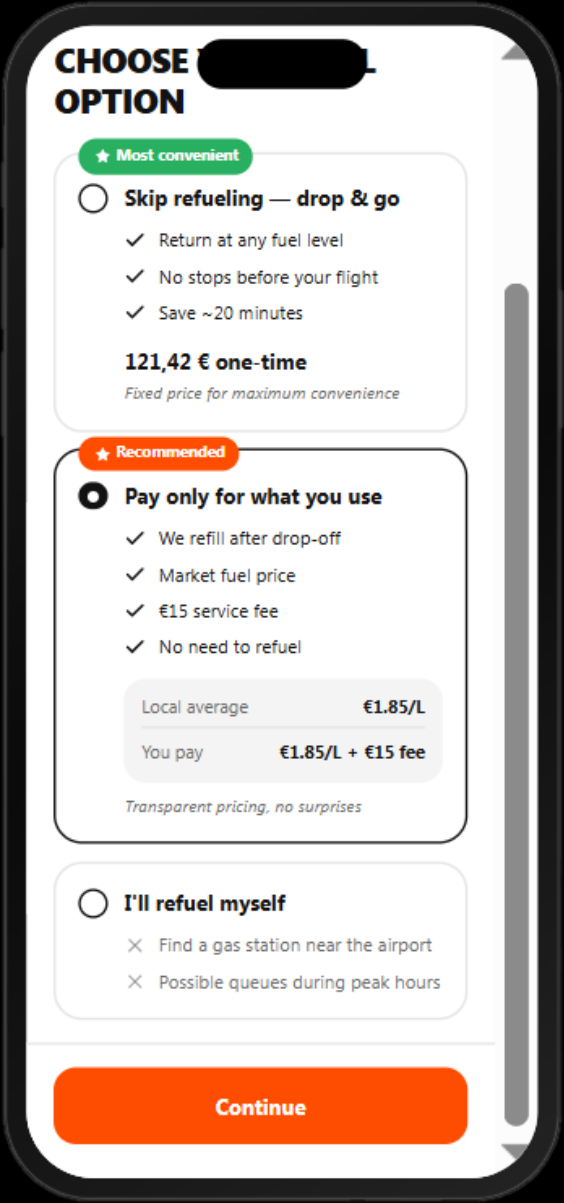
A/B test: Control and default option T1/T2



Add-on CX Fuel Refill **Ingress: Mobile Check-in and Push Notification**

UX metrics	Tech metrics
Offer comprehension, trust score, offer CTR, add-on selection rate, drop-off at add-on screen, fuel add-on attach rate per option	Price data accuracy, localization correctness, UI response time, pricing-display error rate, # of customer escalations

Marketing metrics	Rationale
Fuel add-on attach rate, offer acceptance rate, churn rate, market-by-market uplift, avg. Revenue uplift vs. control	The UX problem is distrust; transparent price framing reduces cognitive load and supports decision-making. Tech work is medium because price data and market logic must be reliable; marketing sees lift through higher attach rate and better acceptance



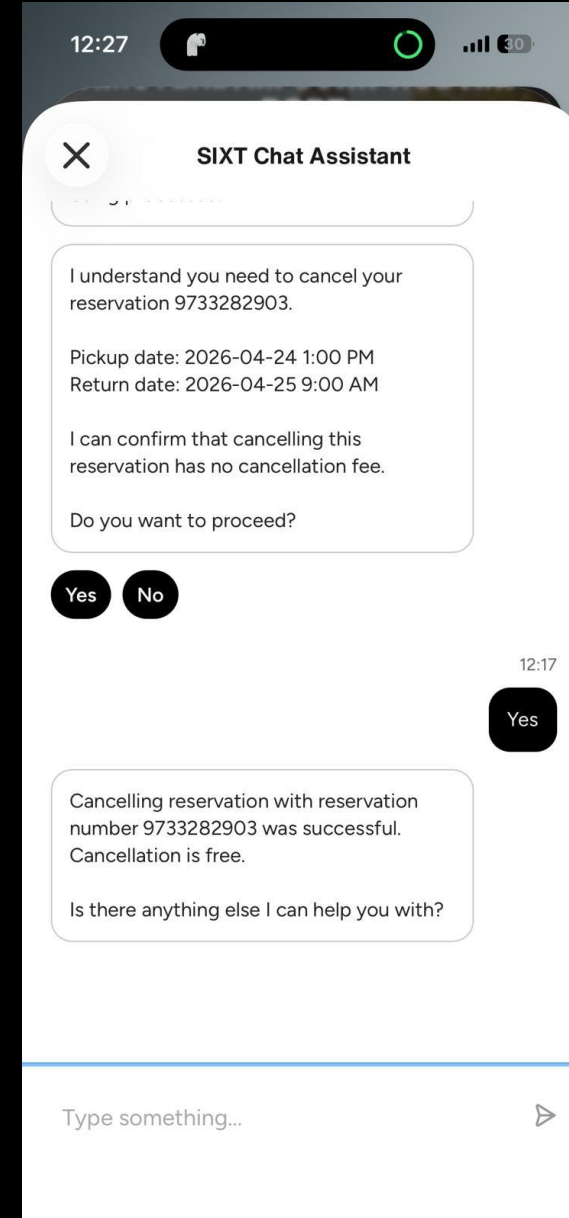
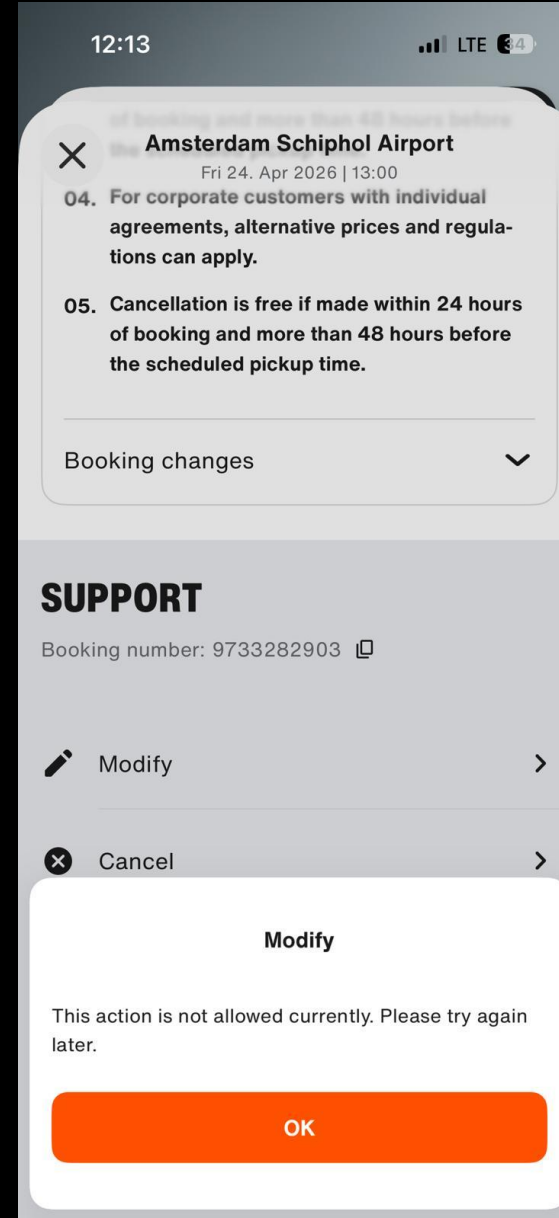
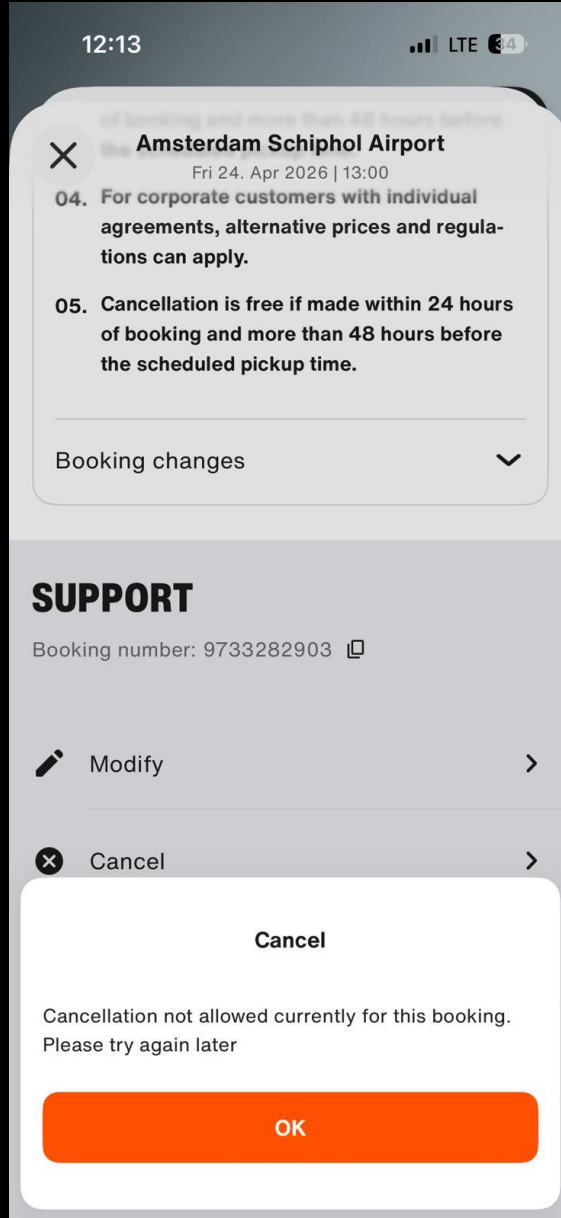
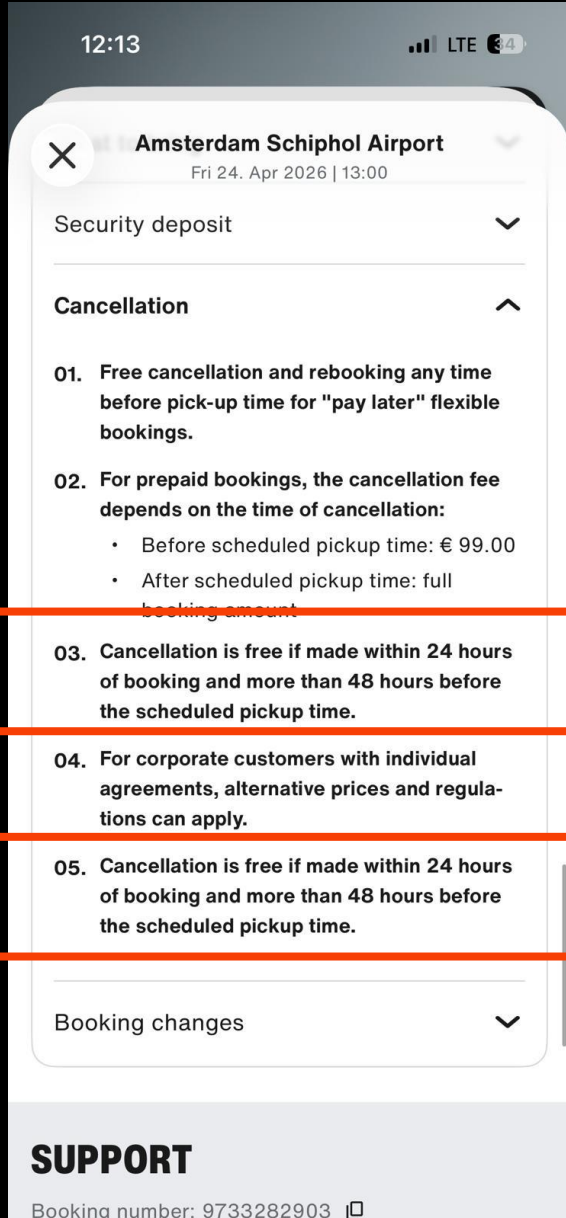
prioritization

Prioritization

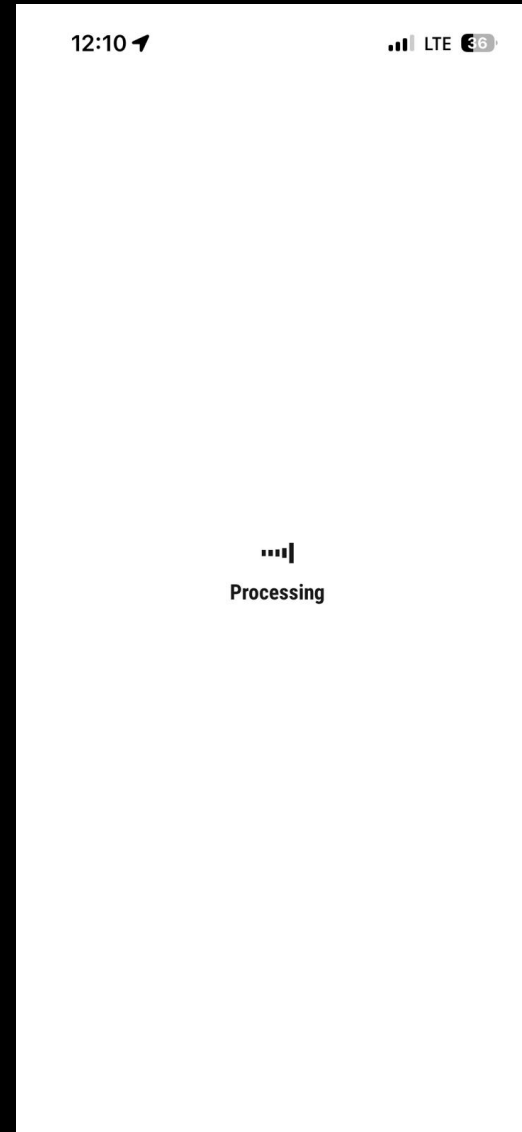
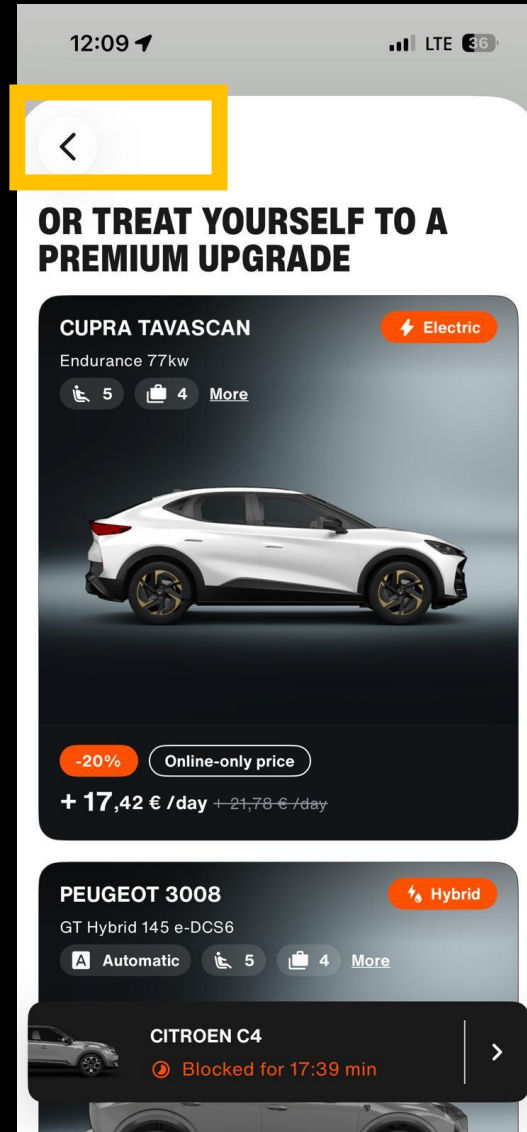
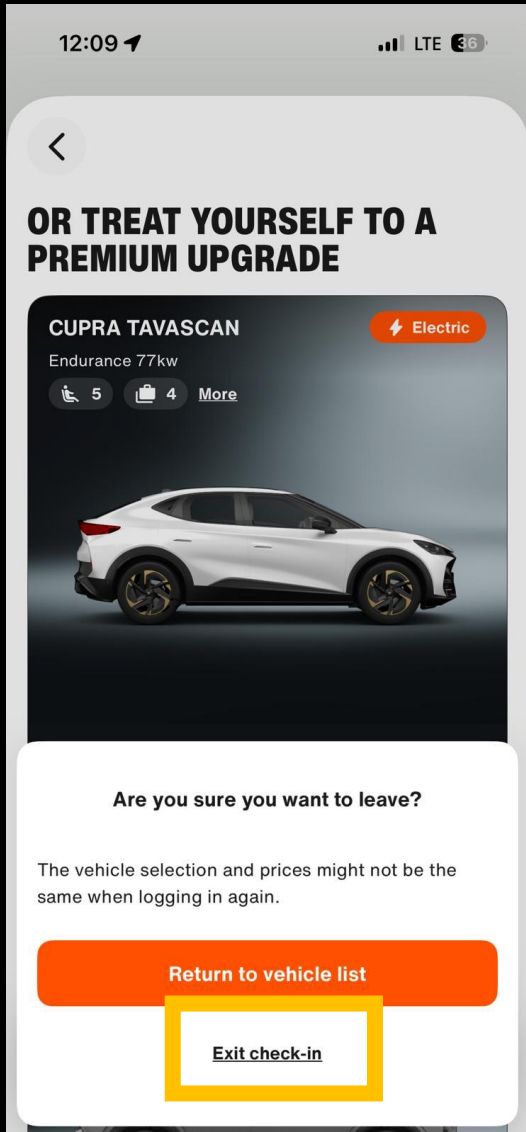
Rank	Initiative	User need	Expected impact	Effort / feasibility
1	Progress Bar / Step Awareness	Very high	High	Low–medium
2	Flexible Payment UX: Pay Later / Pay Now Clarity	Very high	High	Low
3	Saved Payment Method / Payment Ready State	High	Medium–high	Medium
4	Fuel Refill Reframing + Price Transparency	High	Medium	Medium
5	Shared Trip / Co-Traveler Access	Medium	Medium	High

papercuts

CX Papercuts



CX Papercuts



Feedback /
Q&A