

Mobility Made Simple

GTS have been developing shared mobility software solutions with several OEMs, Dealerships, Municipalities and Corporates, On-street Operators and Affordability Partners for almost 15 years. We are constantly exploring innovative ways to unlock new “Car as a Service” business models and new revenue streams for our clients.

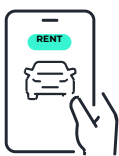
Our CaaS shared mobility platform facilitates rental, sharing and subscription services which will change the way your customers think about mobility allowing them to share, subscribe or rent by the minute, the hour, the day—or even longer, with options for multi-day and multi-week rentals and recurring monthly billing.



Our Technology Partners



Use Cases



GTS Dealership Rental

Make a traditionally deskbound, paper-based service flexible and more customer focused with no constraints on opening times. Tailor the service to market needs in different locations, all visible to the customer through a single, downloadable app. They only see the price points and car choices available to them in their area.



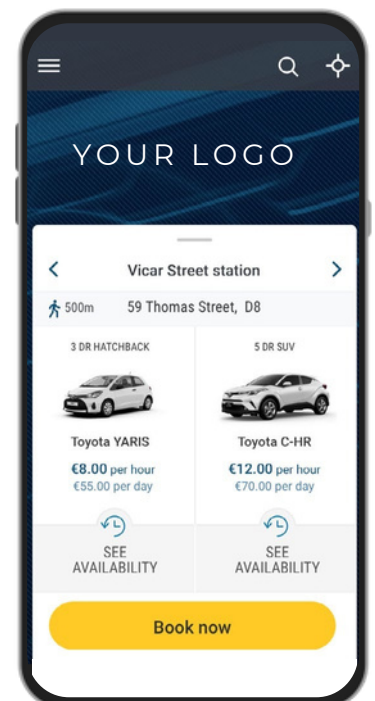
GTS Car Subscription

A corporate and consumer service that can be tailored to different lifestyles and budgets. Providing short and long-term car loans, it can be sold as a cost effective alternative to car buying, something more personalised than standard rental agreements, or a new way to encourage showroom customers to 'try before they buy'.



GTS Car Sharing

A way to optimise car fleets and deliver a different kind of car service, short-term rentals that are all about customer convenience. It will only work if the process is simple and gives the customer a great experience, which is why GTS has spent years fine-tuning the components of its platform to support on-street, residential and corporate models.



A key differentiator of the GTS Platform is that clients can run Dealership Rental, Car Subscription and Car Sharing concurrently. Different versions of the same service can also be configured, matching car makes/models and price points to different market needs.



Four components enable our CaaS solution:

GTS Cloud

A scalable platform with multiple partitioned services that is flexible and open, enabling integration with your backend systems and other third-party software.

GTS App

The end customer interface is a one-stop smartphone app, segregated for users to see the service they sign up for and a range of personalised features.

GTS Analytics

Capture data at every stage of the customer lifecycle and turn it into insights to forge closer customer relationships.

GTS Consulting

Our team will advise on the best CaaS strategies, drawing on 10 years' experience at the frontline of global projects.

Why Clients Partner GTS

15 Years' Experience

GTS has been a pioneer in CaaS for more than a decade, on a mission to transform car manufacturers into mobility providers. We are constantly exploring innovative ways to unlock new business models for the industry.

Inside Knowledge

Having worked closely with some of the biggest car manufacturers on the planet, we understand the pressure points that OEMs face, the importance of stakeholder engagement, and the value in finding ways to innovate without exposing the business to risk.

Learn From Experts

Working at the coalface of CaaS solutions, GTS knows what works and what doesn't. We can advise on operational structures and the most effective way to roll out different CaaS models, regionally and globally.

Change Brand Perception

Constant engagement with customers and analysis of every touchpoint informs marketing strategies and ways to keep the car brand in people's minds. It's about showing that a car manufacturer has successfully transitioned into a mobility company.

Training Support

OEMs must go through a huge culture change to adapt to the new market forces in the car industry. GTS can help, training people to be comfortable with a digital platform that can set up new business models in minutes.

Data-Driven Services

We aggregate data from different customer touch points across all our use cases to better understand the behaviour of customers. Collated insights are used to inform OEM strategies for growing CaaS propositions.

GTS Leadership Team



PETER SOUTTER
CEO



SIMON WILSON
CSO



RICHARD DOODY
COO



TERRY DOYLE
CTO



SABRINA MORRISSEY
CFO



FIONA PHILLIPS
MARKETING DIRECTOR



JOANNA DAVIDSON
HEAD OF PMO



CAR-AS-A-SERVICE
PLATFORM OF THE YEAR

GTS By The Numbers

25+
COUNTRIES

1000+
LOCATIONS

12+
YEARS



GTS have been developing shared mobility software solutions with several OEMs for almost 15 years and we are constantly exploring innovative ways to unlock new "Car as a Service" business models and new revenue streams for OEMs.

READ MORE AT www.goodtravelsoftware.com