



Renting the right truck for the right job

- **Business needs** - This growing truck rental business was searching for more reliable internet so it could serve its customers at the highest level.
- **Networking solution** - AT&T Dedicated Internet strengthens the company's ability to perform essential business functions.
- **Business value** - Enhanced capacity to meet customers' needs
- **Industry focus** - Commercial vehicle rentals
- **Size** - Four locations

About City Rent a Truck

City Rent a Truck is a family-owned truck and van rental operation in Kansas City, Missouri. It was started as the leasing department of a local Ford franchise in the mid-sixties. When the dealership moved to a different location, City Rent a Truck began operating as a separate entity.

The situation

When the current president of the company assumed control of City Rent a Truck, he saw great potential to serve customers even better. Accomplishing this and supporting the growth that he envisioned required updated business processes and a major technology upgrade.

Solution

The company modernized its methods and equipment. AT&T Dedicated Internet gave City Rent a Truck the tech-boost the company's president sought. The premier internet service gives City Rent a Truck dedicated, highly secure connectivity that greatly improves its ability to serve its customers. The dedicated internet also supports voice over IP telephony, a video surveillance system, contactless transactions, a customer relationship management system, and rental and accounting software.

Genuine care for each customer

City Rent a Truck is a one-stop shop for work-ready trucks and vans. Businesses can easily augment their existing fleets. Company President Jeffrey Schuetz and his staff provide a short-term fleet solution that gives customers the freedom to grow their businesses without fleet limitations. “We help companies become more successful,” Schuetz said.

Schuetz and his staff have seen a great deal of change in the family-owned business during the past decade. City Rent a Truck has grown to four locations in Kansas and Missouri with dozens of employees that serve businesses across the U.S. However, the company’s commitment to its customers and adapting to their ever-changing needs remains the same.

“When a customer does business with our company, I want to make it a memorable experience, build a relationship, and show gratitude,” Schuetz said. “To me, the easiest part of business is just providing the best solutions and genuinely caring about the customer.”

Shaefer Schuetz, Director, Sales and Business Development, said City Rent a Truck serves many individuals, but about 80% of the company’s trucks are rented by businesses. “We cater to families going on road trips and people working on home improvement projects,” Shaefer said, “but most of our business is serving industries. Many of those are in construction.”

Customers derive significant value from renting a portion of their fleets. “Instead of spending cash on an asset that’s going to depreciate, they can allocate funds toward assets that generate revenue for their organizations,” Shaefer said.

The right truck for every job

Companies are increasingly recognizing the benefits of renting trucks, according to James McKinley, Director of Operations. “City Rent a Truck offers a forward-thinking avenue for our customers to reach 100% fleet utilization,” he noted. “This means having the right vehicles at the right time for the right project.”

The company’s product line includes pickups, flatbeds, dump trucks, bucket trucks, cargo vans, crane trucks, box trucks, trailers, and a multitude of custom vehicle up-fits. “It’s a large fleet of vocational vehicles,” McKinley said. “It’s practically any vehicle somebody would ever use to get a job done.”

For example, a wind farm in Texas needed 20 trucks during the pandemic. “We delivered the trucks for them, and they had them for a year,” Jeffrey Schuetz said. “What’s nice is as their production ebbs and flows, they can bring back some or all of the trucks—and order more when they need them again.”

The advantages of shared resources

Another customer, one of the nation’s largest amusement parks, needed some small panel vans for a major construction project. Their need, like the wind farm, also coincided with COVID. “There was a high demand for our vans, but we were able to send seven to Florida,” Shaefer Schuetz said. The customer appreciated the flexibility City Rent a Truck offered. “It was supposed to be for about six months, but they ended up keeping them for a couple years.”

Jake Koester, Branch Manager and Marketing Coordinator, said there’s a high demand for fleet rental, because the U.S. is becoming a shared-resource

society. “Our customers understand that renting or leasing may be more advantageous than owning every single asset they have.”

City Rent a Truck has made the process easy for those who are ready to rent. “Our customer has a need to expand their fleet,” Koester said. “They select the correct vehicles to get the job done. They do that work, and then they toss us back the keys. Easy as 1-2-3.”

The opportunity to succeed

When Jeffrey Schuetz took the reins of City Rent a Truck in 2007, he saw immediately the opportunity for upgrades. “There were no computers,” Jeffrey said. “The only technology we had was phones from the 1980s.”

Credit card transactions were completed with sliding card imprinters and carbon paper. “Everything was manual,” Jeffrey said. “We needed computers to automate our processes and build a customer database. And on the marketing side, we had to reinvent ourselves as far as what type of vehicles we carried and what the customers needed.”

Jeffrey immediately installed computers and gave the agency a new look. “We cleaned the place up with a fresh coat of paint, new fencing, and new asphalt. We implemented new processes and earned new business.”

Shaefer Schuetz said the company has grown to include four locations in Kansas and Missouri, with an inventory of thousands of trucks. “City Rent a Truck has diversified our product lines because we want to be able to say ‘yes’ to our customers,” he said. “We want to give our customers the tools to succeed.”

Better, more reliable connectivity

As the business grew, Jeffrey Schuetz continued investing in its infrastructure. “It wasn’t easy at first,” he said. “We were not with AT&T Business in the beginning. We’re in downtown Kansas City, and there were times when the electricity and internet would go down, stopping our ability to do business until the power came back. However, it wasn’t cost-effective for us to get the type of premium quality, fast internet that we needed.”

As City Rent a Truck began construction on a new corporate location, Jeffrey reached out to AT&T Business. After receiving advice and suggestions from the team at AT&T Business, he chose AT&T Dedicated Internet, a premier internet service with a highly secure connection. The fiber optic service is proactively monitored and supported 24/7 by an expert team.

“We knew something this sophisticated would not be a plug and play,” Jeffrey said. “But AT&T Business gave us step-by-step processes to get us up and running.” Jeffrey and his staff like the speed and power of the service. He was happy to be able to leverage the connectivity to install Voice over IP (VoIP) phones.

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Jeffrey Schuetz,
President, City Rent a Truck

“We were able to connect all our branches seamlessly,” Jeffrey said. “When a customer calls, we can transfer to another handset at a different location. It’s impressive, and we couldn’t do it without good quality internet.”

Outstanding customer experience

McKinley said the account team from AT&T Business provided valuable assistance when City Rent a Truck obtained its St. Louis location. “We found a lot of old processes and systems in the property we had acquired,” he said. “We weren’t able to operate because of a very slow internet connection.”

Taking care of its customers is all-important to City Rent a Truck. But the slow internet made for a challenging customer experience. “We weren’t able to offer the really good customer experience we wanted,” McKinley said. “We only had a five-megabyte upload and download speed at that location. On top of that, no other connectivity company wanted to assist us.”

Reaching out to AT&T made an immediate difference. “AT&T Business really stepped up and said they wanted to help us,” McKinley said. “They installed a short-term solution to help us get by while they ran AT&T Dedicated Internet to the building. This interim service made a huge difference in our ability to serve customers. Otherwise, we would have ceased to exist in St. Louis, at least for a few months.”

Improved back-office processes

Jeffrey Schuetz says City Rent a Truck depends heavily on the reliability of AT&T Dedicated Internet Service. “In the three and a half years we’ve been operating it, I don’t think we’ve experienced one downtime during business hours,” he said. “That’s a huge deal,” he said.

The service facilitates file sharing between company locations. “We can access all vehicle data, title information, registration, and customer certificates of insurance, Jeffrey said. “Everything we need to run our business from any of our locations.”

Customers can use the City Rent a Truck portal to manage their assets and complete mandatory Department of Transportation log keeping. “We do it all with technology,” Jeffrey said. “We also do video walk-arounds on all our assets when customers pick them up and return them. And the videos are uploaded to the company’s cloud.”

AT&T Dedicated Internet enables City Rent a Truck to operate its surveillance system at every location. It also supports the company’s CRM system, rental software, and accounting software. “It’s our eye in the sky and our safety net,” Jeffrey said. “We love it.”

Support for essential workers

The service became especially important during the pandemic. “A lot of people were unable to come into our stores, so we were able to do contactless delivery,” Koester said. “We just emailed contracts to customers and brought the vehicles straight to them. That helped keep us alive during COVID.”

Despite a lot of shutdowns during the pandemic, many of City Rent a Truck’s customers were construction companies that were considered essential workers. “Customers still needed vehicles,” Koester said. “We found a way for them to continue to operate during COVID, and AT&T Business was a big part of that.”

Today, connectivity from AT&T continues to support the company’s growth. “We’ve got more than 35

employees now,” Jeffrey said. “We’re onboarding people constantly, but you’ve got to have the technology to do it. We love the service from AT&T Business, and we’re coming up with more innovative ideas because of it.”

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Shaefer Schuetz agrees that reliable connectivity is a must. “Having a network that lets everybody communicate with each other in an instant is huge,” he said. “We have a reliable internet provider that we don’t have to worry about. That’s part of the reason why we see the relationship with AT&T Business as being so valuable as our business continues to grow.”

Continuing commitment to customers

City Rent a Truck staff gives AT&T Business top ratings for the expertise of its account representatives, as well as the effectiveness and reliability of its AT&T Dedicated Internet Service. Jeffrey considers it next-level technology. “I’d give AT&T Business five stars,” he said. “I refer it to anybody who’s operating a business today. I highly recommend it.”

Shaefer said he has switched to AT&T for his home. “We were so impressed, our family moved all of our personal stuff over to AT&T as well. That’s the greatest compliment you could give an organization.”



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McKinley appreciates the professionalism of the AT&T account representatives. “They wanted to teach us how to get the most out of their product,” he said. “They wanted to learn the macro and micro details of our business, understood what we needed, and gave us a range of options that would be best for our specific situation.”

Jeffrey reflected on how far the organization has come in the past 15 years. “We had one location, three employees, and a very small fleet,” he said. The company has grown and gained significant momentum, yet we remain committed to the customer-first values that have contributed to its success.”

Jeffrey concluded, “One constant is our commitment to our customers and adapting to their ever-changing needs. As our organization has grown throughout the years, we look back on our small-business roots, and we refuse to abandon the culture that got us here.”