

Thank you to all who take time to participate in our surveys. CRA uses the information we gather to better serve you. If you have an idea for a survey for CRA members, please send your request to CRA at Info@CalRental.org. This month, we revisited members' thoughts about using an "on-hold" message service.

1. What type of Rental Business do you have?

General Rental: 47% (8 responses)

Party Rental: 29% (5 responses)

Both: 24% (4 responses)

2. Which of the following topics do you think would be beneficial to include in a custom phone On Hold message campaign? (check all that apply):

ANSWER CHOICES	RESPONSES	
Equipment Rental - Brands, Inventory, Availability	66.67%	10
New Equipment Sales	33.33%	5
Used Equipment Sales	53.33%	8
Party Equipment Rental	46.67%	7
Covid-19 safety protocols and new procedures	13.33%	2
Party Inventory/Availability	26.67%	4
Equipment Service/Maintenance	6.67%	1
Maintenance For Long Term Rental Equipment	13.33%	2
Equipment Delivery	46.67%	7
Specialized skill set and unique training/certification of your team	20.00%	3
Promotion of your website including online rental reservations	40.00%	6
Guarantees and written warranties	0.00%	0
An invitation to write a review after their experience with your shop	6.67%	1
Follow on social media — Facebook, YouTube, Instagram	40.00%	6
Sometimes	0.00%	0
Total Respondents: 15		

Feel free to include additional topics/information you feel would be important to promote during hold times:

1. Concrete batch plant.
2. Mission and values.
3. Event Themes and what's available.
4. I answered questions for this topic last month, removing the COVID this time.

3. Do you feel this will be a beneficial offering to our membership?

Yes: 86% (12 responses)

No: 14% (2 responses)

Additional comments:

1. The price per month seems rich.
2. \$59 month is pricey.

4. Would you be interested in learning more about the 90 day free test drive? The OnHold Experience will email all the details and include an audio demo.

Yes: 47% (7 responses)

No: 53% (8 responses)

5. Do you have any additional comments on this survey?

1. No.
2. I was not interested last month and even less interest this month.

6. Survey Ideas

There are no responses.