

SIXT migrates contact center to cloud



Client profile

Sixt SE is a leading international provider of high-quality mobility services. With its products SIXT rent, SIXT share, SIXT ride and SIXT+, the company offers a uniquely integrated premium mobility service in vehicle and commercial vehicle rental, car sharing, ride hailing and car subscriptions. SIXT has a presence in more than 100 countries around the globe.

Global premium mobility provider SIXT further enhanced the quality of their phone-based customer service by adopting a customer experience (CX) cloud solution from Genesys – implemented in partnership with NTT DATA.



With Genesys Cloud and Salesforce, we've built the foundation for an even more modern and scalable customer service platform. Thanks to close collaboration with NTT DATA, we were able to consistently and successfully execute our cloud strategy.”

Jens Roddelkopf, Senior Staff Engineer, SIXT

Fast migration
to a future-ready
cloud solution

Enablement to manage
a modern, scalable
customer service
platform

**Greater flexibility
and speed**
with increased
independence

Business need

To further optimize their phone-based customer service, SIXT modernized their contact center platform with a cloud-based solution that supports a consistent customer experience across all communication channels.

Solution

For the implementation, SIXT partnered with NTT DATA, drawing on our deep expertise in cloud and migration projects. The company selected Genesys Cloud as the central component of their new architecture, later integrated with Salesforce Service Cloud.

The rollout took place in several phases over nine months. Notably, the SIXT team handled most of the migration themselves, supported by targeted training and on-demand consulting from NTT DATA.

We also helped them improve license efficiency through a new management model. Instead of individual licenses, SIXT now uses a concurrent-user approach – a shared pool that allows customer advisors in different shifts and time zones to access the system flexibly.

Since moving to Genesys Cloud, SIXT has delivered even faster and more efficient customer service.



The enablement approach was especially valuable for us. Within a short time, we were able to migrate independently – and now manage everything in-house. That saves resources and gives us full control.”

Jens Roddelkopf, Senior Staff Engineer, SIXT

Outcomes

Omnichannel customer support from a single platform

The new cloud-based system delivers measurable business benefits. Adjustments and new features can now be implemented quickly in-house, without lengthy approval processes or reliance on external specialists.

The intuitive user interface of Genesys Cloud has significantly reduced administrative effort, empowering both IT and business teams to manage the platform independently.

A modern interface, tight integration with Salesforce and Microsoft Teams, and streamlined daily workflows have also led to a marked increase in agent satisfaction.

AI integration and agile ways of working

By introducing Genesys Cloud and Salesforce Service Cloud, SIXT reached an important milestone in the digital transformation of their customer service. The new platform represents not only a technological upgrade, but also a strategic shift – away from on-premises systems and toward agile, cloud-based solutions.