



## El Monte RV Responsive Web Design

El Monte RV is one of the largest companies offering motorhome rentals in the world, with locations throughout the United States. Approximately half of the company's rental business comes from overseas travelers who fly in to various cities throughout the U.S.

El Monte RV identified that their mobile users were leaving the reservation process before they secured their rental RV. To combat this, they decided to implement a responsive Website that would make the reservation process more seamless, especially from a mobile device. ITX provided user experience consulting and improved the reservation workflow on El Monte RV's Website.

After the launch of their new site, El Monte RV has found that they have been able to provide a better user experience, especially to those who utilize mobile, and their site now encourages customers to complete their reservation on the go.

