

orange™

Orange Carsharing  
it's 3000 vehicles  
in 2020.



### Creation

2013



### Sector

Internal fleet



### Objectives

Implement a custom-made  
carsharing service for the  
employees



### Results

The carsharing service is a  
success among the employees  
especially because of the pro/  
perso option that allows users  
to book vehicles on evenings  
and weekends.

## The Challenge

Orange is one the leading telecommunication operators worldwide with more than 155 000 employees including 96 000 in France only. Active in 29 countries, Orange provides their services to 263 millions users all around the world. The operator is also known for its telecommunication offers specific to companies under the Orange Business Services brand.



With a fleet of 19 500 vehicles in France, Orange had to find solutions to reduce the permanent stationing of its vehicles on the company's parkings. Indeed, an individual corporate vehicle is unused 95% of the time!

Thus, the first objective of Orange was to even the use rate of their vehicles in order to ensure their long-term profitability.

The second goal was more of a practical matter: how to improve the management of such a large fleet?

And what tools could they set up to improve the link between vehicles but also among users and fleet managers?



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## The solution

Following a consultation initiated in 2012, Orange chose Mobility Tech Green to accompany them in their carsharing project. In 2013, the operator launched three stations to experiment the service, in Paris area and in Brittany, with a total of 100 vehicles. Mobility Tech Green was both a partner and an advisor to help the implementation of a solution specifically suited to Orange needs.

The first focus was to provide shared vehicles to the employees during the work hours to improve the use rate of the corporate vehicles while offering a practical yet innovative service. Convincing the employees of the utility of the carsharing service was another part of the challenge: in order to do so we focused on simplicity and ergonomony when we designed our software's interfaces.

Orange also wanted to include their staff members who don't have their driver license. That's why our solution allows the driver to share the car with other users when a joint journey is planned.

Finally, at the beginning of 2015 Orange worked with Mobility Tech Green on a new option which was really requested by its employees. This module gives the possibility to use a corporate vehicle during evenings and weekends for a small financial contribution. All of these initiatives are also part of the global corporate social responsibility of Orange, encouraging an alternative mobility that is environment friendly as well as cost effective.

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## Results

By developing a custom-made solution that answered the exact needs of Orange in terms of mobility, the implementation of the carsharing service was a real success! Thanks to an optimum usability and an efficient customer support, the solution found its place in the everyday life of the company. The professional/personal option was especially appreciated by the employees.

A **very positive result** for **Patrick Martinoli**, the projects and innovations manager of Orange: «It was expected, but not at such a high level of plebiscite by the employees. To give an order of idea, the article which announced the launch of the pro/perso option was more consulted than the company's year results!».



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