

# Mobility Tech Green

## Case Study : Marguerite carsharing





Marguerite Nantes has 35 car-sharing vehicles and over 800 active subscribers.

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## Creation

2008

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## Sector

B2C

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## Objectives

To simplify use and meet demand for special developments

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## Results

Since 2012, Marguerite Nantes has chosen Mobility Tech Green as the technology partner for its B2C car-sharing solution. The possibility of infinite special developments coupled with greater ease of use has contributed to the success of the car-sharing system in Nantes

## The challenge

Marguerite is above all the result of a process of brainstorming between Nantes city council and a leading local player in short and long-term vehicle hire: **Sepamat** (Europcar Atlantique). The call for proposals made by Nantes city hall and won by Sepamat in April 2008 led to the creation of a car-sharing service in Nantes known as Marguerite. There was a clear requirement to meet the three major needs of such a service: Proximity, accessibility, and inclusion of this solution within a global mobility ecosystem. However, in October 2012 Marguerite wished to acquire specific IT developments, and so decided to change its technology provider. A tender process was launched and **Mobility Tech Green** was selected.



Their expectations were strongly oriented towards user experience and technological innovation. There were several elements which it was therefore essential to implement in order to support the company's growth and provide it with the tools required for its smooth operation. During an initial phase, Marguerite wished to be able to make special developments, then, in a second phase, to receive support in its customer relations, with the possibility of deploying highly effective tools intended for its users.



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## The solution

The special developments aspect was thus very clearly oriented towards customer experience. With this in mind, the teams at Mobility Tech Green developed database fields enabling the display of petrol codes on the front and back-office interfaces. A special billing model was also designed and deployed by the teams to enable billing by the minute and to allow people ending their bookings early to benefit from a bonus of 20% of the remaining time.

With regard to support, a host of tools enabling optimal development of the customer's relationship to the car-sharing service was offered. "To date, the company is very satisfied with the partnership forged with Mobility Tech Green since 2012. Simplicity has been enhanced and the mobile application is a real plus for our users. In addition, Mobility Tech Green offers us a call center integrated with the e-Colibri solution, which provides significant added value to the car-sharing service," explains Marguerite director Arnault Lebeaupin.

So it was in response to this challenge that a solid partnership between Sepamat and Mobility Tech Green was founded, which two years later would lead to the establishment of a joint B2B car-sharing service under the name of **Mobilycar**.

