

Mobility Tech Green

Case Study : Orange carsharing





Orange Autopartage will have some 3,000 car-sharing vehicles by 2020.

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Creation
2013

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Sector
Internal fleet

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Objectives

To provide a new mobility service for employees on evenings and weekends

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Results

Since early 2015, Orange has been able to use a new module developed by Mobility Tech Green: the Pro/Personal service. This new development has enabled Orange to offer an innovative service meeting the requirements of its employees outside working hours while also maximizing the return on investment of its car-sharing service!

The challenge

The idea of now extending its professional car-sharing service to private travel by its employees on evenings and weekends, in return for a financial contribution, arose from two very concrete factors. Firstly, the commitment by Orange's management to place people at the heart of the company and therefore offer innovative services to its employees. Secondly, the fact that a certain number of vehicles can be underused in terms of mileage. After all, if the initial service plan is sometimes not reached, readjusting it is expensive! Ensuring that vehicles are driven more often enables closer fulfillment of the contractual service plan.

Finally, Orange underlined its strong commitment in terms of corporate social responsibility. In this way, sharing vehicles between users can be a means of positioning oneself within the framework of service-based cars whose use will be adapted to a particular purpose (electric for under 100 km per day, hybrid or diesel for longer journeys, for example).



The opportunity to combine social, environmental and economic aspects was another exciting challenge for Mobility Tech Green. Our company therefore wanted to offer special developments in terms of internal accounting modules to Orange, as well as supporting the company in connection with an entirely self-service 24/7 solution!



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The solution

The special developments aspect has been a real success. With Mobility Tech Green being particularly accustomed to working with Orange's internal environment in relation to its car-sharing service, it was relatively simple to build an accounting module which would allow Orange to manage paid user accounts internally. But the technical aspect was just one facet of the pro/personal service. Within the framework of this deployment, Mobility Tech Green offered Orange a 24/7 call center providing a guarantee of tailored support for its employees.

A very positive outcome: "We expected as much, but not with such a high level of popularity among employees," declares Patrick Martinoli, projects and innovations director. "By way of illustration, the post announcing the launch of the pro/personal service at Orange received more clicks than the one which announced our annual results!" he concludes. Indeed, Orange has once again demonstrated its role as an innovator in terms of digital technology and convenience for its employees. In this way, we can see that there are now as many bookings made in the evenings as there are at weekends.

