

Autolib' offers a new digital experience

Autolib', the world's largest 100% electric car-sharing service, has updated its digital platform to give its members an optimised user experience. These developments simplify the customer experience and foster a close relationship with users.

A new digital experience

Autolib' has modernised its platform to give its users a new digital experience. Designed to simplify the customer experience, the update offers new features that can be accessed both on the website (www.autolib.eu) and via the mobile app. The help section has been improved, and now includes new tutorials to support users every step of the way as well as a more comprehensive FAQ area. The blog has also been redesigned, making it a more effective way to share the advice, top tips and travel ideas already available to users.

Autolib' – building ever-closer relationships with its users

The redesign of the digital interface is an opportunity for Autolib' to strengthen its relationship with users by adapting to their individual situations. To find out users' opinions, the service has set up new communication tools. A pop-up window asking users to rate the service at the end of their rental has been included in the customer pathway so users can report their level of satisfaction in just a few seconds. This new tool is based on suggestions from members and offers an opportunity to move forwards together to optimise the Autolib' experience. A messaging feature has also been included in the mobile app to make contacting advisers a breeze. The Autolib' customer relations centre, located in the Ile-de-France region, is already staffed by around a hundred advisers who are available 24/7 to inform and assist both the many existing members and those interested in the service.

A continually developing service

In April 2017, Autolib' and Ile-de-France Mobilités (formerly STIF) announced that the Autolib' service would be integrated into the Navigo travel pass, promoting intermodal travel and making journeys easier for Ile-de-France residents. Then, in response to the parking problems that Paris faces, Autolib' launched its RésaExpress and RésaPop features, which allow users to enter custom routes and take a place in a queue to reserve pre-selected cars and parking spaces. And in 2018, the service focused its innovation on its digital platform while retaining the same goal: supporting Ile-de-France residents in their journeys.

The Bolloré Group, a mobility expert

A pioneer in the world of car-sharing, Autolib' is a technical and environmental success. The Bolloré Group's expertise in electric mobility has grown over the years with the arrival of seven other car-sharing services worldwide (Bluely in Lyon, Bluecub in Bordeaux, Blueindy in Indianapolis, Bluetorino in Turin, BlueSG in Singapore, and soon, BlueLA in Los Angeles and Bluecity in London) and more than 240 Bluebus vehicles – electric buses from the eponymous group – now on the road in Europe, Africa and Asia, with around fifty currently operational on the RATP network.

About Blue Solutions:

Publicly traded since October 30, 2013, Blue Solutions is the company that manages the electrical storage operations developed by the Bolloré group. By diversifying its historical business of producing paper and ultrathin plastic film, the Bolloré group has become a producer of complete electrical components for capacitors, and now holds over one-third of the global market. With this expertise and 20 years of R&D, the group has engineered electrical storage solutions and batteries that rely on a unique technology, the LMP® (Lithium Metal Polymer) battery as well as supercapacitor technology. The batteries are employed both in mobile applications (electric vehicles) as well as stationary ones (storing electricity for individuals, businesses, local governments, etc.) developed and sold by other group entities through Blue Applications, which since 2011 has been rapidly growing on every continent.

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