"
TOMTOM TELEMATICS:
THE BEST SOLUTION FOR OUR CAR-SHARING SERVICE
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Mario Cuollo Conforti, CEO at Be Smart

VOICE OF THE CUSTOMER

Bee — Green Mobility Sharing: 230 electric vehicles

The Organisation

Be Smart is an NHP Neaheliopolis Napoli spin-off, whose main objective is to restore the balance between man, city and solar energy through a sustainable development model. It handles integrated solutions for managing mobility projects, primarily for businesses. Bee is a car-sharing service that allows users to pick up a vehicle at a point in the city (Bee Point) and return it to another point. Bee currently has 230 vehicles (electric quadricycles) available throughout Naples, Milan and Rome, and aims to have 500 available vehicles within the next 48 months.

The Bee service needed an integrated solution for optimal car-sharing management

The Challenge

We needed to find an integrated solution for optimal car-sharing management in order to optimise our service.

The company's objective was to make vehicles available to its customers via a mobile app, based on the level of electrical charge, and to be able to monitor both moving and stationary vehicles. Knowing the location and status of the vehicles, and optimising the reliability and security of the data provided, was certainly an essential requirement in being able to give the service added value.

To achieve this, Be Smart chose to develop "e-share", an integrated solution able to respond to the everyday needs and requirements. Be Smart found the solution it was looking for in WEBFLEET, TomTom Telematics' SaaS platform. The challenge was to create a unique system that would enable vehicles to be monitored and tracked, provide battery information, activate vehicles once a customer has selected them for use, and offer a navigation service and efficient, clear and fast customer care.

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Be Smart and TomTom Telematics: integration of elements to make Bee car-sharing a success

The Solution

Since the start of May, the entire Bee — Green Mobility Sharing fleet has provided a high standard of service, thanks to TomTom Telematics and Be Smart.

The user can search for nearby available vehicles on the mobile app, using information recorded by the TomTom WEBFLEET platform and sent using the WEBFLEET.connect API.

Once the user has selected a vehicle, they get in (the vehicles are always open) and swipe their card through the reader on the dashboard to activate the trip. The reader is connected to a LINK 510 tracking device located on board the vehicle. This enables the in-office operators to see that the vehicle has been selected for use, who the customer is and where they are going using the WEBFLEET platform. The vehicle's charge level is also monitored continuously. During their journey, customers can use the Bee mobile app to get full access to TomTom maps with dedicated points of interest (for example, nearby vacant recharging posts and Bee Points) and they can also use the ad hoc tourist and wine and food itineraries.

At the end of the trip, the user leaves the vehicle at a Bee Point or a recharge point and ends the journey by swiping their card through the reader. The in-office operator then records the full details of the vehicle's use and prepares the invoice. Once the vehicle is recharged and ready for its next trip, it automatically becomes available on the app for other users.

Happier customers, lower costs and a "live" window to the fleet

There are many benefits to this integration. For starters, the customer enjoys a complete and accurate service down to the last detail. The WEBFLEET platform means that customer care always have the details of all vehicles at their fingertips, so they can respond to users' needs quickly and in a detailed and efficient manner, processing a greater number of requests and reducing management costs.

There are also logistical advantages: the risk of losing vehicles is eliminated and, if a user leaves a vehicle in an unauthorised location, they are unable to end the journey and stop the billing meter. Fines can also be immediately allocated to users who incur driving penalties whilst using the vehicle, thanks to historical reporting.

"Thanks to the incredible possibilities provided by the TomTom WEBFLEET integration, the Be Smart solution has acquired unique capabilities, making Bee — Green Mobility Sharing one of the most efficient, secure and reliable players in its sector", says Mr Mario Cuollo Conforti, CEO of Be Smart. "The TomTom LINK.connect and WEBFLEET. connect APIs have enabled us to undertake a major project that brings together all the successful elements of our service under one umbrella. The WEBFLEET platform has become the "live" window to the 230 vehicles in the Bee fleet!"

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