

Parallel Avocats assisted Marcel, an online booking platform for private hire vehicles, in the drafting of its B2B offer and contracts.

1. Challenge

With a rapidly growing business, Marcel wanted to develop and strengthen its B2B offer in order to improve its development strategy with customers while preserving legal security.

2. Solution

Parallel Avocats' team took the time to study in details, together with Marcel, the operations of key accounts, the operational constraints and the legal prerequisites. This close cooperation improved the resulting B2B contracts which took into accounts all the operational and regulatory aspects.

3. Bénéfices

At the end of this work, Marcel's sales teams were able to have an updated B2B contract, which they master thanks to a training by Parallel's lawyers. Participation to customer tenders, closing of contractual discussions and legal management skills have thus been enhanced.

Avis du client

Structuring our B2B offer from a legal point of view was key. Parallel has shown ability to adjust to our operational requirements while protecting our regulatory compliance and helping us present our B2B model to all our clients.

Bertrand Altmayer

Marcel CEO