

Top 10 reasons your taxi firm should use CabFind – see [Page 2](#)

CabFind Case Studies – see [Page 3](#)

How you can start using CabFind – see [Page 4](#)

CabFind's online booking tool heralds a new generation of Internet software for the taxi trade.

Following the resounding success of trials with several taxi firms, and unprecedented interest from large account users, including the NHS, Local Authorities and rail networks, CabFind is now launching its advanced online booking tool nationwide.

The system is superior to traditional e-mail taxi booking as it is designed for your customers to use in 'real-time.' It caters for all types of booking including ASAP Bookings, Advance Bookings, Wait and



Returns and the site even has a 'regular' booking screen for Block Bookings. Your customers will find the innovative and unique book-keeping tools and the availability of detailed reports very valuable and once they have started using CabFind they will never look back.

Good for your customers is good for you ...

...If it improves customer efficiency it has got to be good for you too.

CabFind's 'real-time' communication between your customers and your taxi company means that, unlike other Internet booking tools, there is no long delay whilst they wait for an e-mail confirmation of their booking. When you accept a booking the confirmation is automatically sent back to them.

This 'real-time' communication also means that CabFind has 'amend' and 'cancel' functions as well as a message box for any queries.

Greater Accuracy...

Because your customers enter the information themselves there is total accuracy and now a

permanent on-line record of their booking. This secure and easy to use site is faster than using the phone or fax and your customer may decide which staff are authorised to place bookings and which may have access to other potentially sensitive areas of the site.

Get paid faster too...

The invoice management feature uses the detailed archives to assist their accounts department in processing your invoices thus ensuring that you will get paid quicker.

Your customers can also use the on-line records on CabFind to produce their own taxi usage and spend reports, which can either be viewed on screen or be imported into different formats (e.g. Microsoft Excel).

Never before have your customers had this level of information on their taxi expenditure and it will tie them even closer to you. Indeed their increased confidence in their taxi account management may also lead to them spending even more!

The 'Top Ten' reasons as to why your taxi firm should use CabFind

Our researchers quizzed taxi firms already using CabFind about the positive effects it has had on them. Here is what they had to say...

1. You will answer more calls

If your office can receive real-time taxi bookings on a PC, your telephone lines will be freed up so that your telephonists will be able to answer more calls thus generating more business.

2. You will improve customer relations

By offering CabFind to your customers you will be demonstrating your professionalism, forward thinking and commitment to customer care. Users will be attracted by the direct on-line link to your firm, and the ability to make a booking when the phones are busy. Once your customers experience the benefits that CabFind offers, they will find it very difficult to consider any other taxi firm.

3. Your new image will attract business

CabFind's ability to deal with involved bookings makes it ideal for large corporate customers who can make use of features such as wait and returns and repeat booking. CabFind also offers users a variety of taxi usage and spend reports, which can be exported into different formats, such as Microsoft Excel, making it perfect for private and public sector customers.

4. Save time with those Block Bookings.

When you take a block booking you know that the phone will be engaged for some time. How many bookings will you lose during this time? Using CabFind you can receive block bookings in an instant. The system will store the bookings until you are ready to deal with them at a quieter time.

5. You can save money

Some large volume users stipulate that the taxi firm they use provides a Freephone service. These Freephone calls cost you money and can really add up. CabFind eliminates this, as customers use their own Internet connection to book their taxi.

6. You can keep accurate records

Because the customer enters the journey details, there can be no mistakes. Taxis will arrive on time and it means an end to unnecessary disputes meaning your invoices will be paid faster.

7. Your staff will prefer CabFind

Taxi firms already using CabFind have praised the system because less mistakes are made by the customer. This in turn means that your staff will have less hassle with your customers and as we all know, less hassle = a far happier taxi firm staff.

8. No more unauthorised taxi bookings

CabFind is a 'secure' website. It also has a precautionary feature which permits only those staff with authorised login details to access sensitive parts of the site. This eliminates unauthorised booking and leaves an audit trail for each job. In addition, bookings don't go into dispatch unless you accept them – leaving you in control.

9. More control than other internet systems

Other internet booking tools integrate directly into despatch meaning you have no control over who uses it. Therefore you are likely to stipulate which customers can use it and when. This defeats the object of advertising it as a new service. However as CabFind bookings arrive on the booking screen of a stand alone PC in your control room, you can accept or decline so you stay in control. Also you don't have to keep checking your emails.

10. CabFind is good news for hard of hearing customers

CabFind allows people who are hard of hearing, or who may have a speech impediment to order taxis without any problems.

CabFind Case Study 1 - Davy Liver Taxis

Davy Liver Taxis, one of the UK's oldest and largest taxi firms, was among the first to start using CabFind...



Davy Liver Taxis, one of the UK's largest taxi firms, has been servicing the taxi needs of the City of Liverpool since 1952. Since then it has gone from strength to strength and, along with a vast army of regular cash users, Davy Liver boasts most of the key taxi accounts within the city.

Davy Liver started demonstrating the CabFind Booking System to some of its larger customers during December 2003. The positive response was astonishing. The first organisation to start booking taxis on-line, in early January 2004, was Aintree Hospitals NHS Trust, and following early encouraging reviews, the NHS Walton Centre for Neurology went on-line soon after.

It didn't take long before the renowned NHS Children's Hospital Alder Hey started booking taxis using CabFind, and with the Royal Liverpool University Hospital committed to coming onboard in the near future, it looks as though Davy Liver has achieved a clean sweep with their NHS customer base.

CabFind Case Study 2 – Aintree Hospitals

Aintree Hospitals NHS Trust is the largest medical facility on the north side of the City of Liverpool.



It comprises two sites approximately 3.5 miles apart; that of University Hospital Aintree and Walton Hospital. The CabFind Booking System was demonstrated to executives from the Trust in December 2003. They were so impressed that they decided it should be implemented as soon as practically possible.

It was in early January 2004, with a busy Christmas out of the way, that CabFind went live. Initially, it was only the main reception desk that booked taxis through the Internet, but over time other areas within the Trust were also brought on-line including departments within the Walton site. Currently all account taxi bookings to and from both sites are entered into the CabFind system.

CabFind's flexibility and feature-packed system have easily been up to the task. At the time of writing there are 14 authorised users of the system, each with their own personal login details and selected user permissions. Davy Liver Taxis, taxi supplier to the Trust, receives up to 300 taxi bookings each week from both hospital sites and the accounts package within the system can accurately report the taxi spend of each of the

How to start using CabFind

To enquire further you can either:

1. Call the CabFind Team on 0870 170 0777.
2. Register an enquiry with CabFind on www.cabfind.com
3. E-mail CabFind on enquiries@cabfind.com

Connection to CabFind requires:

1. One PC (min) with Windows 95, 98, 2000, ME, NT or XP, including Internet Explorer.
2. 1 permanent Internet connection

(Included in the connection charge is 1 new PC, and it's connection to your internet facility + training for you and your staff. We will also project manage the installation of your broadband connection.)

...a few quotes

"A cutting edge web resource is set to generate increased business for taxi firms!" said **Private Hire and Taxi Monthly**.

"CabFind's advantage over other internet systems is that we can accept or decline bookings meaning jobs will only go into despatch if we want them to." said **Dave Ridgeway, from Wirral Satellite Cars**.



Derek Moon

"At first my heart sank when I heard that the boss was introducing CabFind, even when he assured me that it was easier than changing channels on my TV. *But I was amazed – my training session took only 20 minutes and then I could use it easily.*" said **Derek Moon, Controller for Davy Liver Taxis**.

Who is behind CabFind?

CabFind is the brainchild of brothers - Tim and Chris Jordan who between them have substantial experience in the taxi business.

Seeing how many taxi firms had successfully incorporated cutting edge technology into their working practice, Tim and Chris identified the real reason why the Internet would be of proper use to the trade.

They commissioned Connect Internet Solutions – based in the University of Liverpool's Foresight Centre – to help turn their ideas into reality. The remit given by Chris Jordan, CabFind's Managing Director, was to:

"Provide real-time internet communication between customer and taxi firm, keeping sharp focus on the administrative functions of the large account customer."



Chris and Tim Jordan

CabFind has since been launched, surpassing all expectations.

It has helped a number of taxi firms attract extra business from high volume users such as the NHS, and Social Services as well as improving services for existing customers.

Duncan Sime, Account Manager for Connect Internet Solutions, has endorsed CabFind's contribution to ICT and the taxi business:

"We have been delighted with the response that CabFind has received by both taxi suppliers in the private sector and users in the public sector, particularly the NHS and rail networks. CabFind is such a unique and innovative Internet based system that it has now has a patent pending. We are sure that CabFind will become a universal operating system in a very short space of time, perhaps even becoming mandatory with large organisations. Naturally we will be pleased to give CabFind our full support."