

Frequently asked questions...

Q Do I need a dispatch system?

A NO. **Text-a-Taxi** is a stand alone system and does not require your taxi firm to run a dispatch system. If you do have a dispatch system, then **Text-a-Taxi** can operate side by side.

Q So what equipment will I need?

A All you need is 1 windows PC, which we can supply, and a broadband internet connection.

Q How will I market the text services?

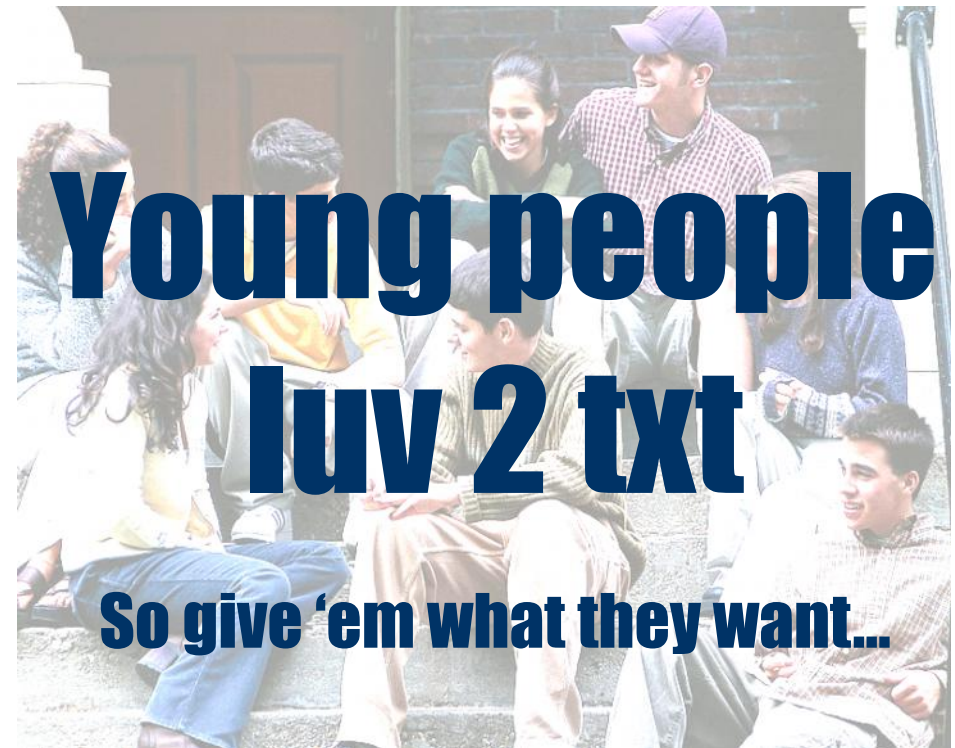
A It's up to you. We can provide you with templates for text point signs, leaflets and cards and you do the rest. Alternatively we have a range of marketing packages which will do the job for you.

Q How much do I have to pay for each booking?

A NOTHING AT ALL

Q How much will my customers have to pay for a booking?

A Only 25p plus standard network rate.



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Please contact me to arrange a demonstration of **Text-a-Taxi**

Name

Position

Taxi Firm

Address

Telephone

Email



What is **Text-a-Taxi** ?

Exactly what it says it is. It's a text booking system you can offer the general public to order taxis with your firm using the enormously popular SMS text messaging function on their mobile phones.

What services can **Text-a-Taxi** offer?

Taxi Text Points

A simple way for your customers to book taxis from fixed locations such as pubs, clubs and restaurants.

You can choose venues from which you wish to attract the taxi business and enter them on the **Text-a-Taxi** system, giving each one a shortened location I.D. name or number. Then simply put up signs advertising the service in each venue instructing your customers of the location I.D., and the text number to which they should send their message and wait for the bookings to come in.



9001=Location ID

Free-typed Texts

A no-nonsense way to book a taxi from *anywhere*. Your customer just types in their name and pick-up address. Simple.

With practice and predictive text, most young people can send a text message quite quickly these days. Free-typed texting is the no-nonsense way that ensures your customers can book taxis from anywhere. It does not rely on a computer database match, and also allows for minor typing errors. However, if you're not happy with the accuracy of the booking details, the **Text-a-Taxi** system can send your customer a request for correct ones.



Personalised Texts

The simplest way for your customers to book taxis from their favourite places such as 'home' or 'work'.

Your customers can go online at www.cabfind.com and create their very own address book, giving each one a short name such as 'home', 'gym' or 'pub'.

When they wish to book a taxi to arrive at one of these places they simply type the short name in and press send. The **Text-a-Taxi** system will recognise the mobile number, your customer's name and the address behind the short name.



So why choose **Text-a-Taxi** ?

There are approximately *65 million* text messages sent every day in the UK. Over 60% are sent by people between the ages of 18-35. It doesn't take a genius to recognise that young people are using text messages to book taxis wherever they can.

So ask yourself this question. 'In your area, which text booking system will they want to use?' The answer is obviously **Text-a-Taxi** because it is the most user-friendly AND comprehensive text booking system on the UK market today.

Key features that separate **Text-a-Taxi** from the rest...

- Full booking/text history of each customer
- Accept or reject bookings
- Suggest alternative arrival time if busy
- Identify incorrect booking details and request correction
- Inform customer that taxi is outside
- Inform customer of any delays
- Talking booking screen to tell you when "you have a booking"