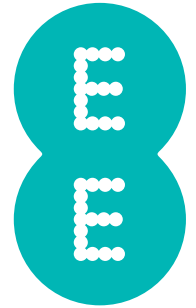


UBER

FAST NETWORK DRIVES ON-DEMAND CAR SERVICE INNOVATION



4G speed and reliability means Uber connects riders to their nearest drivers more quickly and more safely

Customer's challenge

Uber has redefined the transport market through innovative thinking and a unique approach built on advances in mobile technology. Present in more than 50 countries around the world, Uber has operations in London, Leeds, Birmingham and Manchester in the UK, and in Dublin in the Republic of Ireland. Upgrading to 4G was key to accelerating business growth.

Will Almond, Driver Operations Manager, explains: "Having quickly established a presence in the UK market we needed a partner with an ultra-reliable and superfast platform as our business relies on mobile networks to connect riders with drivers.

"The greater speeds of 4G make our app more reliable and responsive, meaning drivers get the information they need, straightaway when they need it."

Our solution


Using the Uber customer app people can book a ride, track their car's progress and view key information including the driver's name, the car's location and its number plate.

"The platform runs faster and more reliably with 4G and we're able to connect people more quickly," adds Will. "Our system dispatches jobs to the closest driver, ensuring fast pick-up for customers and petrol savings for drivers."

Drivers are self-employed and can get online with an Uber phone and a pre-activated 4GEE SIM. Using the Uber driver app they simply tap the screen to accept bookings and receive directions to the passenger's location. The service is completely cashless, using pre-registered credit and debit cards.

Better outcomes for drivers and customers

Uber has grown rapidly, particularly in London where it's brought thousands of new drivers onto the platform.

 **Switching to 4GEE has helped us deliver the speed of service that people want. The extra network capacity has also helped bring new products to market. 🚀**

Sarah Slater, Marketing Manager, Uber


Uber recently launched UberMUSIC to allow riders to connect their Spotify account with the Uber app and play their own music through the car's speakers, using the driver app.

The speed of the EE network means the Uber system matches the customer and their closest driver faster, helping bring down average car arrival times in central London to less than four minutes.

4GEE at work case study

Passenger safety is further enhanced with phone-to-phone communication. "The driver's app sends information to our system, including the pick-up point, the drop-off point, route and the driver's details." Will concludes. "These features

make Uber one of the safest options." Using the Uber app customers can even text a friend a live map of their progress to let them know where they are or that they've returned home OK.

 **The platform runs faster and more reliably with 4GEE and we're able to connect people quickly. Our system dispatches jobs to the closest driver, ensuring fast pick-up for customers and petrol savings for drivers. 🚗**

Will Almond, Driver Operations Manager, Uber

Get in touch

For more information on 4GEE please visit:

www.ee.co.uk/4geeatwork

To learn more about Uber, please go to:

www.uber.com

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The UK's biggest and fastest overall network

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