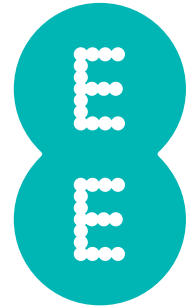


GETTAXI

EE-POWERED MACHINE-TO-MACHINE TAXI REVOLUTION



EE brings innovation and new standards of service to 2,500 black cab drivers in London and their passengers

Customer's challenge

When GetTaxi first arrived on the scene in 2011 in the UK it had the big idea and financial backing to carve out a sizeable slice of the licensed taxi market in under three years. The concept was simple. Take proven operations in Tel Aviv and Moscow and replicate across the UK capital. It only needed a telecoms partner to turn this exciting idea into a profitable business model.

The company set out to eliminate in a single stroke all the traditional problems with booking an iconic London black cab. From the uncertainty of knowing when your ride would arrive, to the security of seeing what the driver looked like – to the efficiency of instant, one-touch bookings and banishing paper receipts for good.


Dr Remo Gerber, the GetTaxi CEO, says: "All this could be achieved with a free downloadable app for iPhone, Android and Blackberry."

However, turning this idea into a seamless and scalable solution required fast, cost effective connections and generous data limits. For example, combining real time GPS tracking, picture transmission, voice calls and secure financial transactions, required at least 1GB of data per month for each of the 2,500 black cabs expected to be using the technology.

"We wanted to bring a revolution to a 300-year-old industry," explains Remo, "for which we needed the right provider with substantial network coverage and value for money pricing."

Our solution

GetTaxi chose EE as its trusted business partner. Key considerations included not just the reliability, size and speed of its network with 98 per cent coverage across the UK, but also the appetite EE showed for enabling market innovation.

 **As a new market entrant a lot of companies wouldn't work with us, but EE was prepared to take a chance. They liked our vision and we liked theirs. #**

Dr Remo Gerber, CEO, Get Taxi

The foundation for the innovative GetTaxi business model is a machine-to-machine (M2M) connectivity platform provided by EE. From the moment a customer uses the GetTaxi app or calls the 24-hour contact centre, continuous automated communication between mobile devices begins. Every stage of the journey is logged and tracked – ping-pong data back and forth between servers, a tablet located in the driver's cab, and the customer's mobile device. Surprisingly, given the complexity of what goes on behind the scenes, the M2M part of the process has proven the least problematic to deliver.

"Finding the right partners to develop the app was a real learning experience," notes Remo. "But as far as EE and the mobile networking side are concerned, it was very smooth."

4GEE at work case study

Value delivered



GetTaxi has rolled out a raft of benefits for its consumers and ever growing portfolio of corporate clients. From no minimum fare, to 24/7 customer care, there's also the safety and immediacy of ordering a licensed black cab. But it's the technology that really drives the experience – two taps and a black cab is on its way. It's really that easy. The service can be used to make future bookings, as well as fixed rate airport runs.

The corporate service comes with the added reassurance of professional account management provided by a 24/7 contact centre. With data automatically populated after each booking, companies now have direct control over their monthly taxi budgets. On leaving their taxi, customers receive an e-receipt. They can forward this to their business expenses team, eliminating the need to store and find paper receipts and reducing the time spent processing claims to minutes rather than hours.

Finally, drivers get a whole new source of business, powered by the speed and reliability of the EE network and the clever GetTaxi software. Simple to use, the solution removes the need to chase work all over the capital and means cabbies can fit more bookings into their working day, increasing takings and profitability.

The GetTaxi app-driven empire spans 24 cities in four countries; most recently launching in New York. Its success from a standing start has stolen a march on established cab companies and private hire giants relying on legacy radio technology. Meanwhile, partnership with EE assures cost effective connections and generous data limits to meet ever-rising demands.

Remo concludes: "It's about bringing the offline and the online experience together using new tools in a familiar context to achieve a better outcome. In helping us achieve that, EE is the perfect partner."

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Dr Remo Gerber, CEO, Get Taxi

Get in touch

For more information on 4GEE please visit: www.ee.co.uk/4geeatwork

For further information on Get Taxi, to download the app, or enquire about business accounts, visit www.gettaxi.co.uk or follow on [LinkedIn](#), [twitter](#) or [facebook](#)

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The UK's biggest and fastest overall network

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