

Case Study



Client Profile:

TaxiForSure is India's famous aggregator of cab and taxi services. It is taxi-on-demand service with presence in 47 cities pan India. Their booking services ensure that a customer receives a safe, reliable, and clean taxi. They offer Point-to-Point hires, Local Packages, Outstation services, and Airport Transfers all at your fingertips.

Tecnology Used:

iOS SDK

Business Situation:

TaxiForSure strives to provide convenient booking services for its customers. The need was to give a technology-driven solution where taxi drivers could give prompt and satisfactory service for their hirers. To mobilize this idea TaxiForSure approached Compassites. The aim was to deliver better customer service with a streamlined booking process along with improved features on iOS platform.

Solution Approach:

Compassites analyzed the operational model of TaxiforSure and built car rental app on iOS platform. We worked out details of pick-up logistics. An intuitive interface for taxi booking and immediate confirmation was built. This app brought about the convenience of taxi booking to apple mobile phone users.

A user would register and reserve taxi online using this app. The app devised a functionality to make one-touch cab bookings by logging details of the trip such as pick-up and drop point and date and time of travel. Users could hire a cab without any assistance from TFS operator. Once the booking is taken, using Google Maps the closest available cab to specified pick-up point would be searched and the booking request was served. All free cabs in the vicinity would be polled and any one available car would be mapped to serve the user request setting its status busy from free. This cab assignments and location updates were given in real time.

A database with the customer name, address, travel details and telephone number would be maintained. Booking confirmation along with driver details and pickup schedule would be messaged to the registered number. User could track the taxi and also share his location with friends via this app. The app allowed user to rent a car immediately or as desired for a post date. It had a feature that suggested trips based on user's previous booking data. After the trip user could pay bill using the card and avail the cashless transaction. Also an instant eReceipt of the



payment would also be messaged to the user number. The user could rate the driver at the end of the trip along with a trip feedback.

The app was built with iOS design best practices which gave an intuitive interface for passengers, drivers, and administrators to communicate with ease. Iterative development along continuous delivery was practiced. During the development of the app, rapidly prototyping and test-driven development was followed.

Benefits & Results:

- ❑ Improved the service reach to customers increasing revenue
- ❑ Eased the booking process
- ❑ Enabled cashless transaction
- ❑ Enhanced security in transactions
- ❑ An automated system for bookings helped to keep an electronic record of all transactions