



## Luxe Cars grows fleet over 70% in six months on Sherlock Taxi

### Key Facts



Start-up in Peterborough



**72%** fleet growth in first six months of trading



Successful use of promo codes to encourage repeat bookings

### Background & Challenges

The founder of Luxe Cars approached us to discuss our Sherlock Taxi platform in August 2018. Following extensive research, the owner, Shah Lal, had found a gap in the local market for a taxi service which pitches as a luxury service with a majority Mercedes fleet and chauffeur trained drivers at an affordable price point. To enable this high level of service, Shah understood that his business would need underpinning by a premium technology solution that is innovative, robust and scalable.

Shah approached Sherlock Taxi's UK team because of our reputation for building sophisticated technology including our bespoke

system for Addison Lee, London's largest minicab company. More than a technology provider, Luxe wanted a true partnership in which the business could benefit from our industry knowledge and experience to grow.

## Solution & Outcomes

Luxe Cars launched in Peterborough in November 2018 with seven vehicles. The business had ambitious growth plans in place and started using our auto-allocator from launch. The auto-allocator considers a number of configurable variables such as distance to pick-up, driver empty time and customer priority, and emphasises those variables which are most important to each individual business to automatically allocate the best driver to any given job. This frees up the controller's time to focus only on any trips with issues (such as a driver running late to the pick-up).

Other start-ups may choose manual allocation when launching with a small number of vehicles as it is easily manageable for a controller, however, by implementing the auto-allocator straight away, Luxe was already prepared for growth and scaling up. Within the first three months of trading, the business had doubled its number of active working drivers. Shah noted,

“ *As a start-up it is reassuring to know that Sherlock Taxi can help me to grow my business and scale up without increasing my overheads too much thanks to the auto-allocator.* ”

Luxe also made use of the promo codes functionality in Sherlock Taxi to attract new customers and encourage users to download and book through their customer booking app – similar to the approach of Uber. Within the first six months of business, nearly 10% of all bookings were made using a promo code and 67% of those customers have booked at least one repeat trip with the business – without using any further promotional discount. The business has also seen fleet growth of 72% in the first six months of business and expects this rapid growth to continue throughout the first 18 months of trading.

As a team at Sherlock Taxi, we believe in creating a close working relationship with our clients and sharing our experience from over 50 years' of working on the operations side of the business rather than technology. As a relative newcomer to the industry, Shah has highlighted that he

“ *found throughout the implementation process that you are buying more than a system, you are buying the knowledge of a team that have worked in the industry first-hand.* ”

Moving forward, the business plans to retain its Mercedes premium fleet and introduce a standard vehicle service option to attract a wider range of drivers whilst maintaining the same premium customer service levels.

