

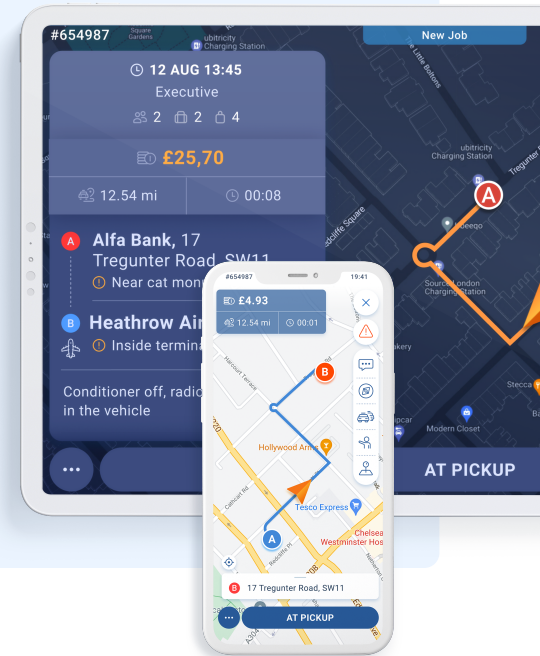
VENDOR CHECKLIST



Changing your taxi dispatch provider is an important strategic decision for your business. There are many factors to consider, and if you aren't technically minded then it can seem like a minefield with providers all promising you the world at next to no cost!

There is a range of dispatch systems on the market from the most basic and limited solutions through to more flexible and configurable platforms which can truly cater to your individual business needs. The most important thing is that you work with a partner that is willing to understand your business and help you to use the system to bring benefits to you, your drivers and your customers.

This guide is not a comprehensive outline of everything Sherlock Taxi can do for your business; Sherlock has so many features that can be configured in so many ways that to list them all here would be overwhelming. In this guide, we will provide an overview of the kinds of benefits that technology can bring to your business and how Sherlock aims to achieve it.



KEEPING YOUR CUSTOMERS HAPPY

Whether it is retail passengers or big account clients, it is vital that you keep your customers happy to ensure they keep returning to you whenever they need a taxi.

A good dispatch system will ensure you have the tools required to meet passenger demand such as:

- ✓ A range of booking channels (phone, web, app, IVR) which are reliable and accurate (e.g. the same ETA given regardless of the channel used to book)
- ✓ Pre-bookings, street hail, ASAP and return booking options
- ✓ Customer grading to ensure that priority / high value clients can be given a vehicle first during your peak periods
- ✓ Automated text or email updates on vehicle status and live vehicle mapping to keep your passengers informed
- ✓ Special instructions such as requires driver who takes pets and these instructions to be automatically considered by dispatch to ensure smooth and efficient running with minimal human intervention required
- ✓ A customer app that provides passengers with push notification updates, multiple payment options and the option to give customer feedback

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- ✔ Customer incentive schemes such as bonus points, referral programmes and discounts, and the option to create a reward programme in which passengers earn points towards discounted trips via mileage driven, app downloads, pick-up locations and more



KEEPING YOUR OPERATIONS STAFF HAPPY

A good dispatch system will ensure that your control room staff have the tools they need to work efficiently with minimal stress such as:

- ✔ An advanced and highly configurable dispatch engine with multiple automated allocation options including best driver, plots, bids and offers
- ✔ Allocation which can prioritise the variables which are most important to your business, whether that's minimal waiting time for the passenger, customer grade priority, driver empty time or any combination of them all
- ✔ An 'Issues' screen which flags jobs with problems such as 'driver running late to the pick-up' to ensure that controllers only need to focus on a small number of jobs with problems rather than the fleet in its entirety
- ✔ Visibility of the whole fleet in a visual format so controllers can simply keep an overview of trips in progress and planned
- ✔ Flight management third-party integration to ensure that airport trips can be effectively and automatically managed regardless of delays and traffic



KEEPING YOUR ADMINISTRATION STAFF HAPPY

A good dispatch system will ensure that your backend staff have the tools they need to work efficiently with minimal stress such as:

- ✔ Multiple pricing options which automatically calculate fares including time-based, GPS calculations and flexible tariffs (to support different pricing structures depending on the client)
- ✔ Driver wages which are automatically calculated by the system and just need reviewing and approving by a manager
- ✔ Client invoicing which is fully integrated and automatically displays the relevant information for each individual client (cost centre, reference number etc.)



KEEPING YOUR DRIVERS HAPPY

A good dispatch system will ensure you have the tools to satisfy your drivers such as:

- ✔ A robust and reliable driver app with chat function to allow drivers to communicate directly with the control room
- ✔ Visibility over all job history within the app
- ✔ Visibility over your busiest areas to allow drivers to make informed decisions about the best places to wait to pick up their next fare
- ✔ The option to bid for job offers to increase earnings during quieter periods

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DRIVING YOUR BUSINESS FORWARD THROUGH FLEXIBLE, INNOVATIVE TECHNOLOGY

A good dispatch system will be flexible enough to adapt to your changing needs over time and stay ahead of the curve when it comes to innovation and technological advances. You will need:

- ✓ Flexible third-party integrations for payment gateways, telephony, SMS providers, flight checkers and more
- ✓ Partner sharing and integration with existing Sherlock clients
- ✓ The ability to extract any data you need from the system in order to make informed business decisions
- ✓ Configurable technology which can be customised and tailored to your individual needs
- ✓ Bespoke development options
- ✓ Direct access to an in-house development and support team who truly understand the technology and your business
- ✓ Regular product updates included to ensure your dispatch system never becomes redundant or outdated
- ✓ Confidence that the company is in a good position financially and the ownership of the company is committed to supporting taxi and private hire businesses across the UK



MAKING EVERYBODY'S LIFE EASIER WITH A SMOOTH AND STRESS-FREE SYSTEM TRANSITION

Most operators are nervous when it comes to switching dispatch system – it's understandable, it's a big decision for your business and you don't want to cause unnecessary stress to your office staff, drivers or customers. A smooth implementation with plenty of support from the vendor can alleviate these worries. You will need:

- ✓ A business scoping exercise in which the vendor ensures that they understand what you are trying to achieve and how best to configure your dispatch system to meet your objectives
- ✓ A guided step-by-step implementation process with support from the vendor
- ✓ The ability to tweak settings and make changes to configurations as you begin using your new system and work out what is best for your business
- ✓ Direct access to the technical and support team
- ✓ Comprehensive training and support
- ✓ Data migration to reduce admin-heavy transfers from your legacy system
- ✓ Industry credibility from the vendor to ensure that you are in safe hands

SHERLOCK CAN HELP!

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