More than just automation. Sherlock will make your business more efficient. The world's most advanced taxi solution.
What is Sherlock Taxi?

Sherlock Taxi is the world's most advanced, most comprehensive taxi solution. Built by taxi people, for taxi people, Sherlock allows you to manage all of your daily business operations, from booking and dispatch to invoicing and driver wages, in one system.

The world's most sophisticated allocation algorithms

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\begin{align*}
\frac{(c-f)+d(a+b)}{h} & \quad \frac{h(b-c+f)}{e+g} \\
\frac{a(b+c+d)}{e-g(d+h)} & \quad \frac{(h+c)-b}{a(c+d)} \\
\frac{f(d-a)}{2a-b} & \quad \\
\end{align*}
\]

- \(a\) = Distance to pick-up
- \(b\) = Journey distance
- \(c\) = Customer grade
- \(d\) = Time of day
- \(e\) = Position
- \(f\) = Score of decision
- \(g\) = Traffic
- \(h\) = Vehicle type

The world's most advanced taxi solution
job distribution for drivers.

...emphasising fair business growth through increased...
Unique auto allocator for true automated job allocation

The algorithm behind the auto allocator can be configured to your business rules and preferences such as priority customers and response times. Many of our clients will allocate up to 90% of work automatically but, some choose to have 100% of dispatch allocated with no human intervention. One of the advantages of this is taking away any perceived unfairness in job distribution as the computer can be relied on for consistent and predictable decision making. The second big advantage is efficiency as the computer is not liable to human errors in judgement. This leads to increased productivity – our customers have been able to increase the number of jobs they do by 20-40% on average, through use of the auto allocator.

Automated capacity management

Sherlock gives you the tools to manage your fleet’s capacity through data rather than human intervention based on anecdotal evidence which can be highly subjective. Capacity management balances on demand work with upcoming pre-bookings and has the ability to provide different response times to different types of customers, for example, prioritising a high value customer. If necessary, the system can automatically stop taking bookings during busy periods and this can be set up to consider other variables such as customers whose bookings must not be rejected, for example, account clients.

Android apps for drivers

The driver app is the main point of contact between drivers and office staff. It is integrated with Google Maps and Waze turn-by-turn directions to gives drivers access to the best technology and real-time traffic information. Drivers can add waiting time and extra stops so that as soon as they finish a job, it is ready for billing by office staff.

Dynamic pricing capabilities

Sherlock offers the most sophisticated pricing module in the industry being both flexible and comprehensive. We recognise that businesses have different ways of pricing jobs and our software reflects this. For example, prices can be calculated based on driven mileage, time, distance from A to B, any combination of the above or by a taxi meter. Prices can also be configured at the account, customer or geographic level.

Full suite of reports and data access

Sherlock stores all data and logs any changes made to provide a full audit trail within the system for your reference. This feature has proven very useful to our existing customers. For example, we were able to build a custom report for one client in which they could verify all driver job history. This means they can quickly and efficiently deal with any driver disputes over things like job allocation or the amount of work available, because they can simply access a report detailing key information for each driver. Data includes number of jobs completed, job acceptance rates and distance to pick-up points. Reports like these can be tailored and as detailed as you need them to be.

Flexible third party integrations

Sherlock is integrated with a range of third party software companies including telephony and SMS providers, flight information companies, credit card payment gateways and other innovative third party features such as eCab and Karhoo. However, we don’t want to restrict businesses so we don’t hold exclusive relationships with any providers. If you have a particular provider you would like to use who we don’t work with at the moment, then we are happy to work with you to integrate with the product.

Comprehensive business solution

Sherlock is not simply about booking and dispatch. The system is fully comprehensive and can include all back office functions such as invoicing, driver wages and analytics. This is efficient and seamless as full management of the business takes place in one system. The call centre, web booker and app are all part of a fully integrated system, which means that all information is the same across all areas. You will not have common problems such as a customer being able to book through the call centre, but not on the app, as the different parts all talk to each other.

Award-winning, industry-leading technology – European IT & Software Excellence Awards winner

Sherlock is the world’s most advanced taxi solution. Recognised within the industry, we are proud winners of the European IT & Software Excellence Awards’ Vertical Market Solution of the Year in the ISV Category. We are in a unique position where our business is made up of taxi people who have gone into technology, not the other way around. The main benefit of this is that we really understand the day-to-day operations of a taxi business so we can work with our customers on an individual basis to understand their specific needs and ensure that the solution is right for their business.

Per vehicle, per month pricing with a sliding scale so you save money as you grow

We charge an installation fee which includes all set up costs, project management, training and any data migration you may need. The second part of pricing is a licence fee which is charged per vehicle, per month. We like working with companies who are ambitious and want to grow. This is why our pricing model is a sliding scale; as your business grows, you’ll pay less per vehicle.

Migration tools

Technology is changing the way that people do business. We know that there are concerns when moving to a new system. You need to be confident that all your customer data is safe and secure and that you will be able to update your procedures, whilst ensuring as little downtime as possible to the business. To overcome these problems, our development team has created a suite of migration tools to make the transition period as smooth and headache-free as possible.
Working with the Sherlock team

The Sherlock Taxi team are not just IT geeks building a software product. Our team is made up of experienced taxi industry operators who want to develop technology which enables better business efficiency, productivity and increased growth for companies like yours. Our team has genuine firsthand experience of using advanced technology to make traditional taxi businesses more efficient – and we have proven track records of this in previous roles. This means we know how to help you, no matter how large or small your fleet and no matter how advanced or basic your current systems are.

As part of your installation, you will receive a dedicated Project Manager to manage the transition and make sure that it is as seamless as possible. A team from Sherlock will be onsite to handle the implementation process including thorough training for drivers, telephonists, dispatch controllers, accounts and anybody else you need.

What do our customers think?

LeCab

LeCab launched in 2012 with 30 cars, and has since grown its business to over 2000 vehicles. It is now considered one of the leading ground transport companies in France, featuring in prestigious newspapers and magazines. The company has diversified and has a number of high-profile corporate accounts in France such as Christian Dior. It takes thousands of bookings per day, with 60% of these being taken through the Sherlock iPhone app.

Sherlock is the foundation of LeCab’s instant success and ongoing expansion. Our service is focused on a premier customer experience and Sherlock enables us to deliver this efficiently and at a rapidly growing scale.

Benjamin Cardoso,
CEO of LeCab,
Paris

Central Taxis of Coventry

Central Taxis is the largest taxi and private hire operator in Coventry and delivers over 140,000 journeys across the city every month. The company adopted Sherlock Taxi in February 2017, after using their previous supplier for more than 20 years.

The transition was massive for us as we had not changed system in over 20 years and had not used a driver app based system before. For peace of mind, the Sherlock team were onsite before, during and after the installation and go-live. They even provided 24 hour onsite support at the most critical points of the installation for us.

Marcus Jimenez,
General Manager at Central Taxis,
Coventry

Addison Lee

Addison Lee was founded in 1975 and has grown to be London’s largest taxi company. Addison Lee partnered with Haulmont Technology in 2008 to build the world’s most advanced and forward thinking taxi solution.

Haulmont Technology has been key in enabling Addison Lee’s massive growth over the last nine years through job allocation, automation and maximising fleet efficiency. We have also used the Sherlock solution extensively to support our international expansion. Sherlock’s flexibility and customisation has meant that we have been able to scale up far more quickly than would have been possible with any other system.

Peter Ingram,
Chief Technology Officer at Addison Lee,
London

Transparent pricing model

Our pricing model is all about being upfront with you. We will have a conversation with you about your requirements and what modules you need to effectively run your business and then quote you based on exactly what you require. This means there will not be any nasty surprises or hidden costs further down the line.
FAQs

How does Sherlock fit in with the rest of my infrastructure?
Sherlock can be client-hosted or hosted in the cloud. We are completely agnostic about this so the choice really is yours. If you need help finding a partner for your hosting, we can support you with this.

Will Sherlock integrate with my phone system?
Yes, Sherlock is already fully integrated with Avaya, one of the most popular telephony providers on the market and a softphone, cloud-based system called Plivo. If you have another provider that you would rather use, we are happy to develop and integrate with another system of your choice.

What if my business needs change over time?
With a full-time team of over 50 developers working on Sherlock, we are continuously developing the system so it remains at the forefront of taxi dispatch and management software. We pass system updates on to our customers at no additional cost – it’s all included in the licence fee. If there’s a Sherlock feature you didn’t opt for originally, but you then decide would be useful to your business, that’s absolutely fine, we can add this on for you.

How does the system manage pricing?
Sherlock can be set up with a range of pricing tariffs to suit your business including metered pricing or flat rates.

What happens to all the data in my legacy system if I switch?
As part of the installation process, we will migrate all data over to Sherlock for you so you won’t lose anything from your previous system.

Does Sherlock support account, cash or credit card payments?
Yes, all of these payment types are supported by Sherlock to provide flexibility for your customers. We are also integrated with PayPal.

What third party platforms can you integrate with?
Sherlock is already integrated with a number of service providers including telephony, SMS, credit card payment gateways and flight information companies. If we’re not currently integrated with a particular provider that you want to work with, we are happy to do some bespoke development for your business. What’s more, we don’t actually charge you to use integrated third parties – you just need to agree the commercials directly with the provider.

Do I need to pay for system updates?
No, our emphasis is on building an ongoing partnership with you where we help you to use technology to grow your business. We use the licence fee model to include all system updates automatically, at no extra cost to you. We are constantly revising and developing our software to keep it current and we pass these advances on to you directly.

Any more questions or want to see a system demo?
Contact us today.

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