

## COMPANY PROFILE

- CityCab was formed in April 1995, through a merger of three taxi companies :  
Singapore Airport Services Ltd (SABS Taxi Ltd)  
Singapore Bus Service Taxi Pte Ltd (SBS Taxi Pte Ltd)  
Singapore Commuter Pte Ltd
- CityCab is jointly owned by ComfortDelGro Corporation Ltd and Singapore Technologies Kinetics.
- With 10,000 drivers and operating a fleet of over 5,000 vehicles, CityCab is one of the largest taxi operators in the world

## BUSINESS NEEDS

- Communicate to taxi drivers efficiently when they are not on duty
- Inform the drivers and customers on forthcoming trips
- Inform customers on the taxi booking confirmation, in a non-intrusive way

## PRODUCTS USED

- SendQuick Enterprise Server
- Integration using Java and PERL

## BUSINESS BENEFITS

- A new communications channel (via SMS) that can reach taxi drivers and customers efficiently in an affordable way.
- A single SMS system that can be integrated to all the existing technologies (GPS system, IVRS, call centre and Internet), creating a centralised SMS system
- A new taxi booking channel for customers
- Improved customer service with SMS reminder and alert; reminding customers and taxi drivers on the upcoming trips.

For more information on sendQuick SMS servers, please contact:



**TALARIA X PTE LTD**

No. 11 Howard Road #04-00  
Tat Hong Industrial Building Singapore 369583  
Telephone: **(65) 6280 2881**  
Facsimile: **(65) 6280 6882**  
Email: **info@talariax.com**  
Website: **www.talariax.com**

## QUOTE

*“At CityCab, we use the SMS system for communication with both our customers and drivers. With the system, we could promptly and efficiently notify our customers of their taxi arrivals. Our drivers are also informed of advance bookings available, and they could, in turn, bid for the job via SMS. Similarly, confirmation of successful bids is made through SMS. Overall, the sendQuick SMS server provided by TalariaX has effectively served our defined needs.”*

*Ms. Chong Chew Yoon, Director, IT*

## THE REQUEST

CityCab is one of the major taxi companies with a fleet of 5,000 taxis and a registered group of 10,000 taxi drivers. In order to enhance the efficiency of the allocation and matching of taxi bookings for the customers, CityCab had implemented a GPS tracking and booking system in every vehicle, supported by a modern call centre with IVRS. In a concerted effort to enhance the customer service experience, CityCab plans to deploy SMS (short message service) as part of the communication strategy between the company and the customers.

The growing popularity of mobile phones and SMS in Singapore has created a new communication medium that is affordable and non-intrusive. Singapore mobile users have adopted the SMS medium very quickly and CityCab sees the viability in using SMS as a communication medium with the customers and taxi drivers.

CityCab engaged TalariaX, using TalariaX and sendQuick SMS server to offer a complete solution for an integrated taxi booking and communications system using SMS.

## TALARIA X SOLUTION

TalariaX deployed and integrated the sendQuick SMS server with the different communication systems for CityCab. The project involves deploying the sendQuick server on Linux platform, and integrating to CityCab's CityNet Taxi Booking System and the backend Oracle database.

The project was deployed and completed in 3 phases, with the various services offered in stages. The services offered include SMS Taxi Booking, SMS Booking Confirmation (for customers), SMS Reminder (for taxi drivers) and SMS Job Bidding (for taxi drivers). Given the popularity of the mobile services, CityCab embarked on an additional project, providing multi-channel mobile access to taxi drivers via WAP.

## SUCCESS STORY

The services were launched in phases since June 2002. TalariaX was involved in the whole process, from design, specification, training, deployment and support. Support was also provided in training and end-user education process, to ensure that the taxi drivers are comfortable with the system.

The integrated SMS communication system had become very popular among customers and taxi drivers and the adoption had exceeded CityCab's expectations. With the good response, CityCab had included the SMS communication in more business processes and services. In addition, CityCab had commissioned TalariaX to develop the SMS gateway as a generic gateway for ease of application integration in the future. This will allow CityCab to add new applications to send SMS, as and when required. Today, sendQuick system is sending and receiving about 100,000 messages per month, playing an integral role in CityCab's communication infrastructure.

SendQuick system had proven to be very stable and efficient, in meeting the messaging demand of CityCab.