

## Taxi Mojo launches prepaid fares, bringing the promise of reliable Taxi service to San Francisco and other cities

### Background

Ask any San Francisco local for the best way to get from point A to point B, they are likely to mention calling a cab only as their last resort option. That's largely because taxi dispatch has a bad reputation in the city: unless it's a slow hour on a slow day and you're calling from a high taxi frequentation area, there are no guarantees to get serviced quickly ... if you get serviced at all.

The reason taxi drivers are reluctant to service dispatch calls, it turns out, has a lot to do with the reliability of customers themselves: Hugo Hardel, CEO and founder of Taxi Mojo says that as many as 28% of all dispatch calls end up with the driver holding the bag because the customer leaves before the driver arrives - often without cancelling the request for a taxi.

### Prepaid fares

These numbers make the dispatch business extremely unattractive to taxi drivers who often prefer to decline dispatch calls, or drop then when a flag customer comes along. "The problem", says Hugo "is that customers who play by the rules end up paying the price for others' bad behavior. Prepaid fares are an effective way to fix this because it keeps both drivers and passengers honest"

With prepaid fares, customers have the option to pay \$10 or more towards the fare, the money is paid automatically to the driver when s/he reaches the pickup location within 10 minutes. Both customers and drivers benefit:

- drivers are protected against flaky customers.
- customers get reliable service under 10 minutes.

Customers may choose to prepay up to \$40: increasing the prepaid amount gets the drivers' attention during rush hour, when taxis have plenty of \$15 fares to keep them busy.



**1. Choose a prepaid amount when requesting a taxi**



**2. The driver gets the money automatically (if on time)**



**3. You pay the balance when exiting the cab.**

### Taxis vs Private Cars

Taxis are a large component of San Francisco's transportation system, and they are not going away anytime soon. However, in the face of rapidly growing competitive pressure from new entrants, they will have to address the quality of service quickly in order to stay relevant.

In particular, Uber (<http://www.uber.com>) jumped into the fray by providing on-demand private car services to taxi users frustrated with the unreliability of traditional taxi dispatch. Customers who cancel their order for an Uber car incur a \$10 cancellation fee to keep customers honest and ensure the service stays reliable.

Uber recently started a small-car service which prices for inner-city trips are only 10% to 25% more than a comparable taxi fare. That's bad news for Taxi drivers who are already feeling the bite. According to Mark Gruberg spokesman for the United Taxicab Workers "Uber is a huge threat to taxis".

Taxi Mojo's prepay is designed to give taxi drivers the competitive edge, in a world where customers are no longer bound by a taxi monopoly on car services.

### **About Taxi Mojo**

Taxi Mojo is a mobile application for Taxi Users and Taxi Drivers, effectively creating a mobile Taxi Marketplace..

Users can order a Taxi in a few taps and track the Taxi's progress in real-time. It's easier, faster than calling dispatch, and users stay in control with timely information updates throughout the process all the way until the "pick-up ready" notification.

Drivers get additional business, direct from passengers. After downloading the application and a quick signup process, any driver in the US can benefit from all the convenience of a personal GPS-powered computer dispatch, independent of existing dispatch capabilities provided by the taxi company. Fares are delivered to the drivers in the form of notification, and are free of charge.

Taxi Mojo is available for the iPhone and Android phones.

For more information, please visit <http://www.taximojo.com>