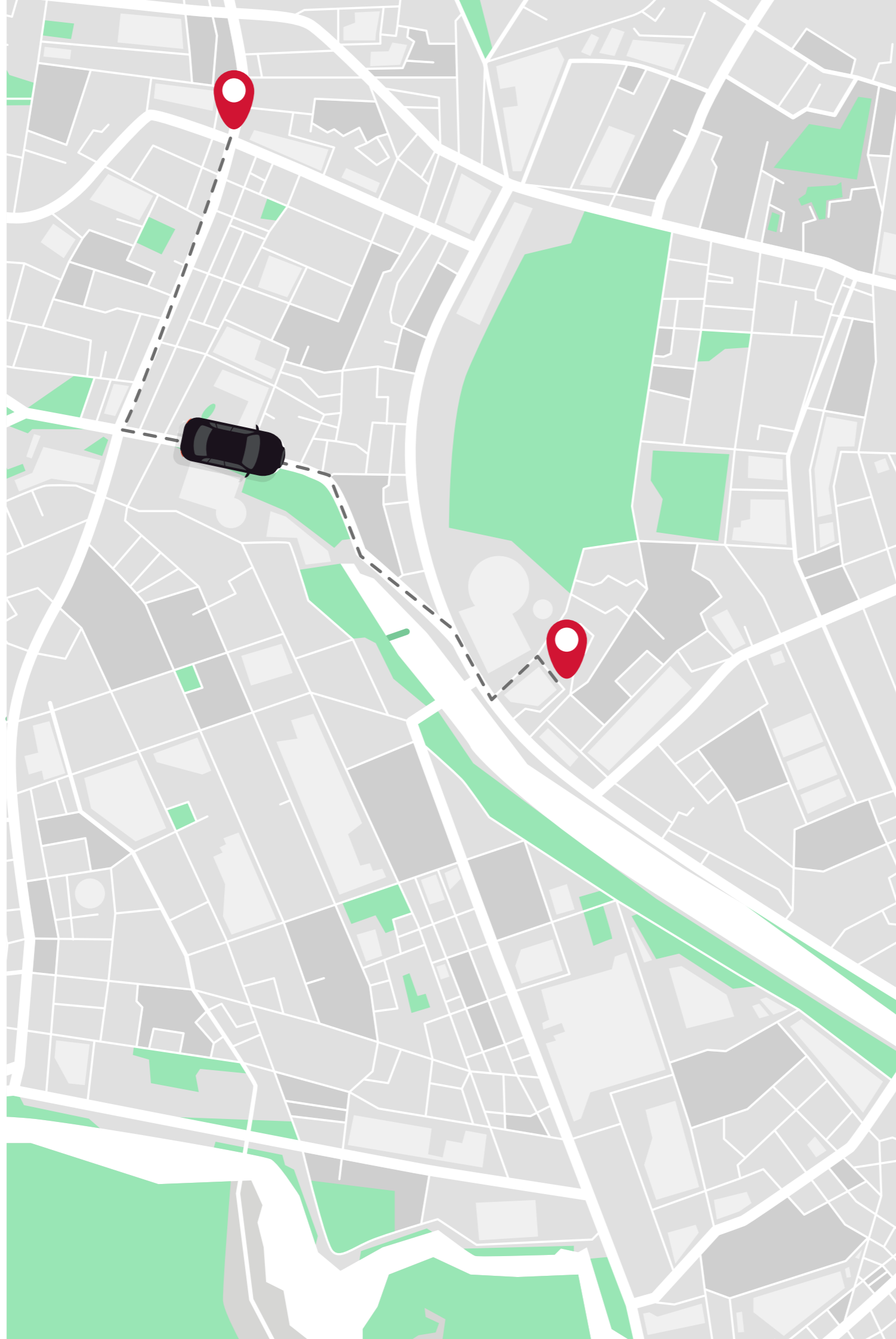


BY CHLOE IRELAND

*How to encourage taxi demand in challenging times,  
whilst keeping your customers and drivers safe*

# GOING THE EXTRA MILE

**autocab**



During these uncertain and difficult times, it's important to **present solidarity and come together as a community.**

We've seen some ingenious demand-generation ideas from Autocab customers, firmly placing these firms at the heart of their community whilst ensuring they are doing their utmost to **protect both passengers and drivers.**

If you've seen a drop in demand, take a look at **our strategies to encourage taxi demand** and keep your passengers and customers safe.



# Free taxis for anyone over 65 years old

With panic buying and empty shelves, it can be a **difficult time for the elderly.**

Offering free taxis to anyone over 65 to supermarkets or anywhere else can be a great way of **giving back to the community.**

# 01.

For those 'at risk' and unable to leave their homes, why not **offer a delivery services for vital care packages**, complete with long-life food, bathroom essentials, soups and milk.



# Delivery of care packages

# 02.



## Collect prescriptions

It's not just food which is required during this time. Collection of prescriptions from Pharmacies **on behalf of those 'at-risk' or others self-isolating** will show you're going the extra mile for your customers.

# 04.

## Dinner delivery service

With plenty of people ordering in, why not offer a dinner delivery service? You could even **partner with a small local restaurant or café** to support businesses in your area.





## Free taxis for NHS staff

With the current state of affairs, **NHS staff are working tirelessly day and night** to ensure hospitals and care facilities are kept up and running. Join other businesses by providing NHS staff with free or discounted pricing and **show your appreciation.**

# 05.

# 06.



If you are able to locate masks and hand sanitisers, **make these available to your drivers.** Ensure masks are worn and sanitisers are made visible in cars and offered to customers.

## Masked drivers and hand sanitisers

# 07.

## Driver cleanliness

Wipe down the handles and interiors of your car before and after every job. Having **Dettol spray visible in the car** can also help to build faith with your passengers.



## Reduce driver rent

Show support for your drivers during this uncertain time by **offering a reduction in driver rent**. Not only will it keep business up and running, it'll go a long way with your drivers, who will remember your support.

# 08.

# Home delivery service

Many supermarkets are experiencing increased demand for home deliveries. Whilst people are making fewer journeys to and from the shops, it's a great opportunity to **partner with a local supermarket or corner shop** and take care of the delivery service for them.

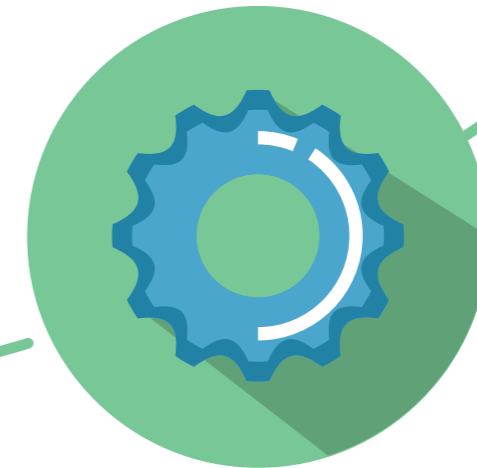


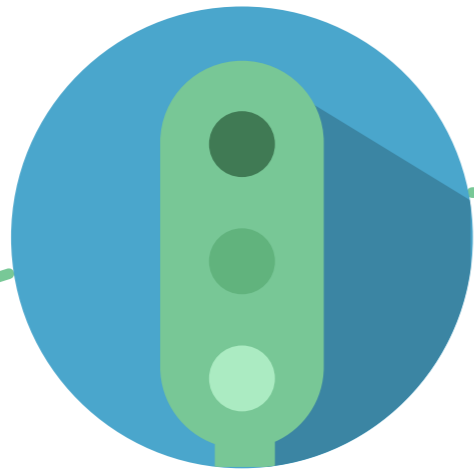
09.

10.

# Automation, Automation, Automation!

Minimise office visits and face to face contact by **encouraging your passengers to book by IVR and on your app with promo codes.**





# Use Driver ePay

for contactless rent payments

Reduce contact time between drivers and your staff and **prevent long queues in the office by using Driver ePay**; a secure and easy option for paying rent remotely, or paying out drivers.

## Setting up The Wall

Take good care of your regular customers by setting up The Wall.  
**Contact Autocab's customer care team to find out more.**



11.

12.



# Use your social channels

Use your social media channels to inform your passengers about which supermarkets are open and **encourage them to use your service.**



# 14.



# Avoid cash handling



One of our customers has sent the following text out:

CORONA UPDATE: Stay Safe 🤒

Pay by CONTACTLESS in all our cars and in our app. We are working 24hrs a day at your service.

Regular Customers will get PRIORITY. Download our app

Encourage your passengers to **pay by card on the app** or through in-car payment devices to avoid dealing with cash.

# 13.

# Launch a courier service

Now is the time to get innovative! As well as moving passengers, why not move goods and **launch a courier service**.



15.

16.



Educate your passengers about policies you are implementing

If you're introducing **additional hygiene protocols** or a delivery service, keep your customers informed! This can be done a number of ways but will be particularly effective via email, social and text message.

Educating passengers that  
using taxis carries  
less risk than  
public transport



17.

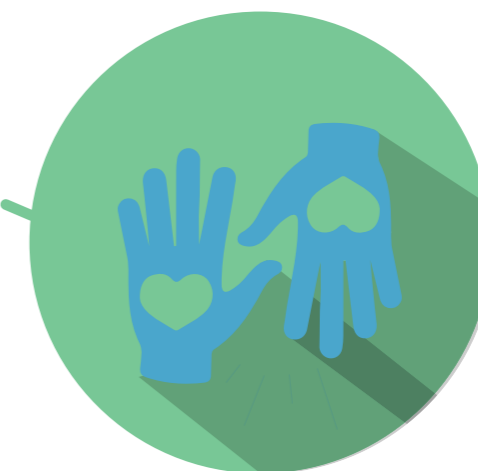
Significantly more people use public transport than a taxi and, unlike taxis, drivers of public transport are unable to wipe down every part of their vehicle after someone has left. It's therefore important to **educate your passengers about the reduced risk of taking a taxi** over public transport.

18.

Work for local  
charities

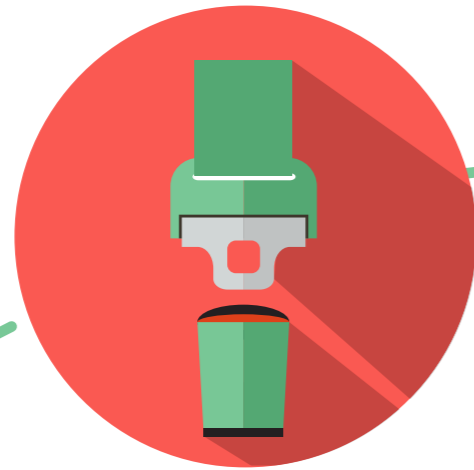
With less people travelling during this time, your drivers may experience a little bit of downtime. To fill these quiet periods and to help with a great cause, why not **encourage them to take on some work for a local charity?**

**Offering volunteers a free ride** to and from locations can also be a great way of supporting the local community. Check on Facebook for your local volunteer's page to find out more.



# Exercise social distancing

During this time, it's important to exercise social distancing.  
**No more than two passengers at any time.**



19.

# Stay home if you're not well

It may be a simple and straightforward instruction but if your passengers or drivers are not feeling well or showing symptoms, it's important to tell them to stay at home and self isolate.



20.

Share,  
share,  
share!



**autocab**

*From everyone at Autocab; we hope that you are keeping healthy and happy and continue to take care of yourselves during this time.*

A picture is worth a thousand words so whatever you're doing, **make sure you share it across your social channels!** The ride-hailing apps won't be able to compete with this on a local, or even a national scale so it's time to step up.

It's also important to note that the lengths you go to and great service that you provide now, will leave a lasting impression for your customers long after this is all over. **Use this as an opportunity to shine and cement your customer loyalty.**



Please use **#DrivingPositivity** and we'll share it on our social channels

