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PRINTERS

Cumbrian Newsprint, Cumbria

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NEW ADVANTAGE BOOKING AND DESPATCH SYSTEM LAUNCHED

For the past eleven years Computer Cab plc has used its bespoke Mobistar system to book and despatch trips. It was the first GPS based taxi despatch solution in London. Now, the company has spent £4.5m on developing and implementing the Advantage system. This system was launched officially by John Lee, CEO of Computer Cab plc, at the appropriately named Advantage House in West London on 25th February, marking the next milestone in the company's history.

Live bookings were demonstrated with despatch straight to the new Advantage data terminals fitted to a number of London Taxis. Computer Cab plc has created a totally bespoke system to meet its unique business and the Advantage system will see not only a revolution in the London market where Computer Cab plc has been the market leader for 34 years, but also for its businesses elsewhere in the UK. The system has been designed to offer a complete Ground transport Management (GTM) system, allowing bookings from a number of sources to feed into the one despatch engine for both national and international bookings.

In-vehicle terminals are changing too, with the highly acclaimed Digitax 3GMDT providing the large, easy to read terminal which includes GPRS for fast and flexible data transfer, leaving the age of radio behind forever. The speed of despatching jobs and responding to drivers has therefore been greatly enhanced, and full GSM capabilities allow the driver to use the device as a mobile phone for contacting the despatch team, or indeed the passengers direct.

The days of separate GPS satellite receivers are also left behind as the 3GMDT incorporates all this technology into its compact frame. With a bright, full colour touch screen, the Digitax 3GMDT was always the favourite choice of the driver and Computer Cab plc was only too happy to deliver. Drivers will enjoy other benefits too; a full colour map fully loaded will help drivers pinpoint not only the pick up address of a

booking, but also the destination. The flexibility of the 3GMDT allows for a far richer display of information with specific detail of addresses and even photographs able to be displayed direct to the driver. Chip & PIN credit card transaction facilities also come as standard courtesy of Ignenico, one of the leading solutions suppliers in the field of mobile card payment systems. Their handheld Chip & Pin device is being deployed alongside the Digitax 3GMDT to provide drivers with a complete and secure system for handling all customers - whether they are casual credit card users or the heaviest users of account facilities.

Malcolm Paice, Head of Operations at ComCab, said: "Computer Cab plc has long dominated the market for taxi account customers, with its Cabcharge product leading the way not only for journeys in and around London, but increasingly across the UK and into other Comfort DelGro territories as far afield as Australia, Malaysia, Singapore, China and Vietnam. Cabcharge is increasingly the standard for taxi account facilities worldwide and the benefits brought by the Advantage system will mean a far greater range of options for account holders in the UK."

It is not only drivers who will enjoy the benefits of the Advantage system. A new booking system makes for faster and simpler bookings with a minimum of data entry through a call centre. This is supported by a remarkable new despatch system capable of handling the existing 14,000 trips a day- plus far more. Despatch times are far faster with GPRS providing a rapid transfer of data direct to the vehicle with greatly enhanced accuracy and efficiency. Some of the most innovative despatch tools are put to use in ensuring that trips are allocated to the closest vehicle, cutting down on dead mileage and making best possible utilisation of the available fleet. In this way Advantage is being hailed as one of the most 'green-conscious' despatch systems ever produced.



Drivers learn how to use Advantage



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