

Advertorial

THE WORD ON THE STREET ABOUT CABCARD

London cabbie Richard Darke has been driving taxis for 35 years and signed up to CabCard in September. Within days he began to feel the benefit and said: "It's great!" A key advantage for London drivers is that it means no more worries about stopping on red lines at cash point machines so passengers can get cash, red lines could mean the dreaded PCN (penalty charge notice). "Everywhere in London at certain times you have to be very careful what machine you pick to stop at," he said. 'You get nicked. If you are for more than a minute on camera you get fined.' He said: "When people ask if I can go to a cash machine, I say I can take credit cards. Nine times out of ten they say OK."

Another big advantage of CabCard is it solves a huge concern for female passengers. "Women at night time hate going to a cash point machine because they feel vulnerable, there is always a beggar at a cash point," he said. Corporate customers also love CabCard because they can use their very flexible friend the corporate card, said Richard. "In my experience corporate cards cannot be used to get cash, only in transactions. I was missing good jobs. Also when you go out of town, you feel a bit safer because you worry less if they can pay by credit card."

Throughout Britain, drivers are being plucked off the rank to take customers who want to pay by card, thanks to CabCard. This happened to Andy Lennon, who said: "I had been in line at Liverpool Street Station for 10 minutes and this guy needed to pay by card, he took me because of CabCard and I got out of the rank more quickly." He said having CabCard increases the number of customers he can take, which is particularly important now money's tighter on the streets thanks to the credit crunch.

CabCard has done Wayne Sumner 'some favours at times' he said. "A lot of people want it these days especially if they are coming in from the US, they are using cards." CabCard also got him the longest fare he has had in the seven years he has been driving – 7 from Paddington to Oxford. Veteran London cabbie Stuart, who has driven a cab in London for 38 years, said CabCard is 'brilliant'. The main thing he likes about it is how quick and efficient it is, especially compared to other systems. "Every time I put it in it's instant, it's great. It's very, very good, I'm delighted with it." Other systems can take up to 15 minutes to get authorisation when paying by card, he said that's too long. 'Particularly at the airport when they have to catch a flight.' It works so well for him, Stuart said he's busy promoting CabCard to his fellow cabbies.

It's working for them, make it work for you, contact CabCard on 0845 491 8410.



"CabCard is excellent. It's very easy, there's no mess. You can see the buttons quickly & away you go. It's perfect."
Paul King, CabCard driver



Small mobile terminal

- Fast Chip and PIN transactions.
- No wiring or installation.
- Easy to use.

Clear, low costs

- Just £25 annual air time, then £3.25 per week rental including insurance and VAT.
- No hidden or extra charges.
- Your money paid weekly into your business or personal bank or building society account.

No deductions

- Passenger pays low 10% service charge - not you.
- 100% of fares and tips paid by card go direct to you.

You earn commission

- Driver commission paid weekly from all transactions.
- No merchant account needed, no bank commission charges.

PCO approved, safe for you and your customers

- PCO approved signage supplied.
- UK Bank accredited payment system. Chip & PIN equipment for all VISA, Maestro, MasterCard & Amex cards.



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 or text **'CAB'** to **84070**

Go to paycabs.com now and visit the Drivers News page to see what other drivers think of CabCard. It's working for them, make it work for you too.



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