5 Tips to Improve Take-Up of Your Passenger App

Until recent years a telephone call to the local cab office was the only way to book a private hire taxi, but with the arrival of the internet and mobile apps consumers now have more options available to them. These more recent channels not only provide greater consumer choice but, if marketed right, can help taxi firms increase customer loyalty and capture more market share.

Whether you have a custom-built app or a third party app, it is imperative to get them in the hands of users who can benefit from them. We have identified top 5 factors that are common to taxi firms that experience the highest degrees of success in making their passenger apps a genuine and liked alternative to booking over the telephone.

#1. Website

Often overlooked, your website is an ideal place to build a home for your app. Here you are free to describe why your customers should download and use it on a regular basis without the limitation of the app store description page. If the web visitor is already on your website landing page, you can assume they are engaging with you, so take then opportunity to tell your story quickly and simply and point them towards the App Store and Google Play via large download buttons.

#2. Online advertising

Find blogs and niche websites where your potential customers are likely to be – night clubs, universities, local stores and organizations, for example. Try to buy banner advertising through ad networks; this can be cheaper than trying to buy banners directly from the site owners, although this may be a good option too if you believe the website is particularly relevant and will deliver enough we visitors.

#3. The App's Description Page

This is a crucial part of the 'user journey'; get the description and imagery right on each app store and you will see customers choosing your app over the less well presented alternatives.

Firstly though, you need to be found via the app store's search engine function, so optimise your description for the keywords that you believe your customers will search such as 'taxi' and 'your region/city/town name'. At the same time ensure your description addresses your customers' needs: what the app will do for them, what is unique about your app, any positive feedback customers may have given and why someone should download your app

rather than your competitor's – this will help to make your description enticing and convince people it is worth downloading.

Thereafter, take great screenshots and use simple and inviting headings ([Instagram's Google Play listing](#) is an example of good practice).

Apple's App Store (for iOS Apps) and Google Play (for Android apps) are the two most popular – and therefore, essential – stores for a listings, but there are alternative stores where you should also consider placing your listings. Doing so will not only increase your online footprint but will improve your search engine optimization.

4. Promote On All Channels

Feature your app (and download buttons) on all your company's communications: SMS texts, emails, social media, door cards, online banner adds, newspaper adverts etc. The more opportunities you provide customers to see and access you app, the greater the chance of them downloading it.

#5. Keep Marketing

Once the app has been downloaded your customers need to be reminded about it regularly. Studies have shown that between 20% and 40% of apps are either used just once or never used after downloading. Provide regular, relevant and timely offers and coupons to selected segments of your customer base that incentivise them to use the app to book journeys. These offers will keep your company brand 'front-of-mind' for when customer have the need for a taxi, and encourage them to use the app in preference to the telephone, which will improve automation levels and therefore, your bottom line.

Conclusion

Of course there are many factors that go towards making your passenger app a winner with old and new customers. But if you follow these top 5 tips you should manage to persuade many of them to use your app and you will experience an increase in automation levels, cost savings and, inevitably, booking volumes.