AUTOCAB ANALYTICS
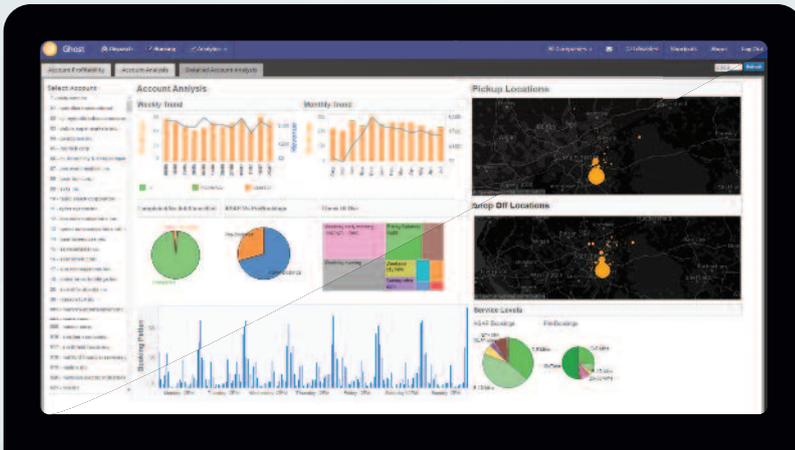## X-ray vision for your business

Unlock the value of your data

For the first time taxi firms can easily access the data their business generates to make better commercial decisions and optimise performance across their entire operations. Autocab Analytics, our Business Intelligence solution is here to help you understand what is really happening in your business, make faster, more informed decisions and improve performance.

A comprehensive view

Autocab Analytics automatically gathers the data your operators, customers and drivers generate via your Ghost booking and dispatch system, Driver Companion, Passenger App, IVR phone system and website.

Business Analytics software then reports, analyses and presents the data so you can identify how key areas of your business are performing and what changes are required, if any.

Get the true picture

Get a visually stunning picture to help find new patterns and trends and answer the most important business questions. Clear dashboards help you make sense of the information, making planning and decision making more efficient and effective.

Act in real time

Interact with your company data as it happens without the need to wait for reports to be created; instantaneous insight, available right at the moment you need it.

Improve Return on Marketing Investment

Each dashboard presents you with a commercial question and the right action linked to it. Autocab Analytics allows you to automatically download specific customer data to send offer emails or texts to those you have identified, making your marketing more targeted and effective. This process means your business bottom line continually improves over time.

To find out more contact **0161 491 7777**

www.autocab.com

Autocab's Business Intelligence platform is designed specifically for the private hire taxi industry. Utilising our knowledge and input from the leading companies in the industry, Autocab Analytics has been developed to answer the most important questions to any taxi business and provide actionable outcomes that empower you to truly take control.

Some of the questions Autocab Analytics will answer:

AUTOMATION

▸ Are people using my passenger app?
▸ Who should I target with marketing about my app?
▸ Which areas are app bookings coming from?
▸ What percentage of total bookings are via the app?
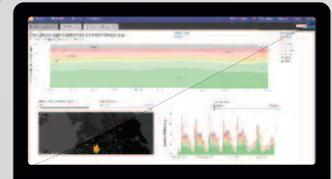
DRIVERS

▸ Which drivers are impacting my service?
▸ At what periods do I most need drivers?
▸ Which drivers are at risk of leaving me?
▸ Who are my best and worst earning drivers?

CUSTOMERS

▸ Who are my loyal customers?
▸ Which loyal customers have never booked via app?
▸ Which regular customers have left me and when?
▸ How profitable are each of my corporate accounts?

OPERATIONS

▸ How long does it take between booking and dispatch?
▸ Which areas do I need to send drivers and when?
▸ At what times do I have unsatisfied demand?
▸ Is 'job feeding' taking place?

Key Benefits

▸ **Ability** to act on insight
▸ **Explain** why a certain result occurred
▸ **Improve** driver performance and earnings
▸ **Shorten** the time between a business event and your response
▸ **Easy to use** query and analysis
▸ **Veiw and export** the underlying data

▸ **Improve** customer experience and customer satisfaction
▸ **Increase** booking numbers with targeted marketing campaigns
▸ **Measure and improve** automation levels
▸ **Deploy** business best practices
▸ **Grow** revenue

"Autocab Analytics has allowed us to understand our business better. It lets us identify problem areas, make better decisions and take appropriate action in real-time."

"Autocab Analytics is indispensible to our business. Without it decisions would take longer and we could miss the opportunity to make promotional changes. Now we have all the information we need at our fingertips and can take action quickly and intelligently in real time."

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Autocab
DRIVING INNOVATION