

Customer Success – Case Study



 Who?	United Taxis	 Est.?	1994
 Where?	Bournemouth / Christchurch	 Size?	300+ cars

You have increased your automation by 5% on your previous IVR provider - what do you attribute this rise to?

Increasing our automation wasn't our goal. We were happy with what we were on already so it has come as an added benefit for us. I think the difference is down to the control we now have to make quick changes to our flows and settings. The Voice+ reports are really actionable. I can see where customers are dropping off very easily allowing me to identify where there may be problems with the experience. I can then make changes directly and really quickly, The

ability to listen to calls back and see where people hung up and then address those problems straight away is very valuable. For example, in one of our flows the script stated Your driver will arrive in 15 mins. Customers took this to mean that their booking had been confirmed however it was merely information. Once I identified a pattern in customers hanging up thinking their taxi was booked then ringing the base back to see where it was I simply edited the script to say Our average waiting time is 15 minutes. Customers did not see this as a confirmation and stayed on the line to complete their booking.

Switched from Red Route to **iCabbi Voice+**

5%
Increase
Automation

£3,000
Saved
Per Month

What prompted the decision to switch to iCabbi Voice?

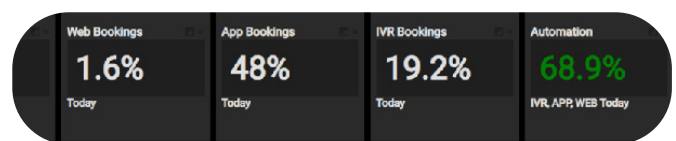
It was primarily down to the ability to customise our IVR settings and manage everything ourselves. With Red Route we have to submit changes to them, for example edits to a script flow, and they then implemented it for us. This usually takes about a week. The fact that Voice+ gives you full control to make whatever changes you like and in real-time was very attractive to me. It also costs less. When I pitched it to our board both these factors were important.

How did you find the implementation?

It was a smooth process changing over. I'm techy and was able to do a lot myself. The Voice team were very helpful however whenever I needed them. The portal is really easy to use for setting up and then for making changes. Everything has been thought of really.

Are you happy with the pricing?

Yes, we're paying less than we used to, but getting greater benefits. When you compare like volumes we pay about 3000 less on Voice+, it's a significant saving. With Red Route we paid a fee for every single call that went through the system from ABOPs to driver calls and so on. It added up very quickly even though the unit cost seemed low to start. But with Voice+ booking fees are only charged on the IVR inputs for locations. Volumes being equal, Voice+ is much cheaper overall.



Would you recommend Voice+?

100% recommend. It's easy to amend for controllers and when you see the cost-savings it's a no brainer. Plus, the team are very helpful.

Chris Barmby

IT Manager, United Taxis Ltd.

