ROCK

Rock supports the private hire industry by offering solid IT infrastructure to further improve user booking experience and help taxi companies run more efficiently

CASE STUDY
Central Taxis of Coventry

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Private hire booking service

Central is one of the largest Coventry-based private hire firms with experience in excess of 20 years offering services to over 300,000 people in and around Coventry. They offer a first class private hire service allowing customers to safely travel to and from their destinations without fuss and at competitive prices.

EDUCATION　　PUBLIC　　EVENTS　　**SME**　　CORPORATE　　HOSPITALITY

The Challenge

With the growing pressures on taxi and transport companies to offer efficient services that run on schedule and provide driver updates in real time, IT is playing an increasing part in the delivery of outstanding customer service.

Central quickly identified the need to run a modern online booking system that would reduce the pressure on Central's call handlers and improve the customer booking experience. However, what was not initially factored in was the need for an overall IT review and long term technology strategy.

Booking systems are a necessary tool in the taxi industry but these cannot efficiently run if the IT infrastructure behind the software is not stable. A well planned IT system should also include professional monitoring tools to ensure the systems are up and running around the clock with 24 hour surveillance and with adequate warnings of potential issues.

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Manager, Central Taxis of Coventry

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The Solution

Dispatching Software allows customers to book efficiently via the phone or mobile app and allows the call handlers to designate a driver to each pick up point effectively.

Rock focusses its IT services on the taxi industry and therefore has vast experience in supporting software such as the Haulmont booking software as well as other 3rd party services. Rock was recruited by Central to review their IT system that was struggling to support the new booking system. By adopting a consultative approach, Rock designed a support offering to Central that would maximise the booking software's features, offer a steady service and deliver peace of mind that users would receive telephone support for hardware and PC issues should they arise. A robust monitoring system was installed that provided remote access and remote assistance, meaning that fix times were significantly improved and staff no longer had to deal with the frustrations of IT issues.

The Result

As Rock has previous experience in the private hire sector, Central had the utmost confidence that Rock would deliver on the promise to setup a dependable IT estate and offer them an outstanding level of support during and after project completion. Marcus Jimenez, Central's Manager, found that "Rock constantly engaged with us to update us on the project. They stayed within their project completion deadlines which was important to us as this could have had an impact on our booking service. I really feel that Rock went above and beyond in order to help take our booking service to the next level."

By collaborating with Rock, Central instantly noticed the benefits of an improved IT infrastructure. Drivers could take on more jobs and the strain of faulty IT on the call handlers was reduced.

With Rock supporting Central both remotely and onsite, system downtime is no longer a worry meaning maximum bookings are made. Customers are now placed on a seamless user booking journey and are confidently using the mobile booking app leading to an even greater user experience and more profit for Central.