



## CASE STUDY

# TaxiMobility: A Lifeline for Taxi Business

*A leading Myanmar-based travel company was the talk of the town when they first launched their taxi service.*

*"TaxiMobility indemnified our business by providing all the requirements we demanded in our specifications. Thereby, they helped us satisfy our customers by providing a hassle-free taxi dispatching with eminent and ever-performing applications."*

## Executive Summary

It was really a herculean task for them to make a stand on the field, as they had to compete with existing industry giants. Yet with a greater hope, they had come into play and understood that the traditional

way of booking and dispatching cab over the phone does not work anymore. Therefore, they had decided to get a taxi management system that had to outweigh their competitors.

## Client Objectives

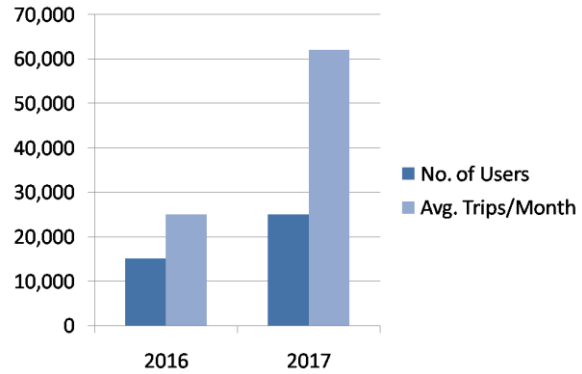
Their expectation from TaxiMobility was greater as they wanted to provide their customers with an exceptional and professional on-demand service that the Burmese would not dream of getting.

Besides the basic features of the software and applications, they wanted the TaxiMobility team to make plenty of customization that could suit their business vision and improve their quality service.

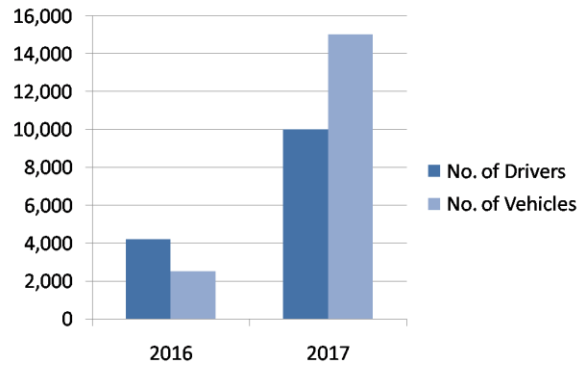
## Solutions

We worked on their requirements and provided them with a tailor-made software system with customized features that could let them stay ahead of their competitors:

- Guest booking
- Fare optimization
- Referral program and incentive plans
- Different booking and ride options
- Wallet system
- Notification on drivers' deceptive behavior
- Report system
- Multi-lingual support (including Burmese)
- Dynamic pop-up features
- Unique plans for corporate
- Fare review option
- Heat map integration



Customer Acquisition and Revenue



Taxi Operation Expansion

## Results

As a lifeline for them, TaxiMobility has provided this Myanmar-based travel company with a solution to enhance operations and helped them streamline all of their business operations besides booking and dispatching.

*“With innovative services and featured applications, we could do more and become the leader in our respective market. TaxiMobility accelerated our growth and helped us outlaw our competitors.”*

[Get to know more...](#)

*When it was launched as an app-based taxi service provider, it was the first of its kind in Myanmar. Being admired by 100,000+ users now, it is the most reliable on-demand service provider across their service locations.*