Autocab is the number one supplier of taxi booking and dispatch systems in the world. Since the company was founded in 1991, everything they do is aimed at making their products the best in the market. Autocab is dedicated to securing their customers success. The company operates in 30 countries and has its global headquarters in Cheadle, near Manchester.

A key aspect to Autocab's success is an unparalleled understanding of the taxi industry, gained through more than two decades of direct market experience and consumer feedback. The knowledge has been attained through numerous installations worldwide and the company has 1,500 clients globally.

The fundamental aim is to provide a high quality, great value solution that enables and encourages taxi and private hire firms to survive and expand in today's highly competitive market.

Constantly seeking to improve the offering, Autocab have created a bespoke taxi management software solution, the Autocab Ghost Dispatch Software, which is the complete taxi dispatch system for a private hire taxi company. They pride themselves on their product and service offering.

The Situation

Autocab offers a 24/7/365 remote and onsite support service to their many taxi company clients. In the taxi business it is absolutely critical to keep calls coming in at all hours of the day and night. Customer calls keep taxis on the road! Autocab business is totally reliant on their phone system and any interruption to service would cause a loss of bookings and a loss of profit because once a customer finds another taxi provider, it is unlikely they will return.

This means Autocab has to operate an effective and reliable service to the taxi companies utilising their service, 24/7/365.They required a solid communications supplier with the right product to meet their needs at the right price and with very solid backup.

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Prior to the relationship with Townley, there had been some failures and outages, which had increased the workload for Autocab. They were keen to have a quality product set with better back up, leading to minimal outages. Importantly, Autocab needed a telecoms provider which could work closely with their customers too.

The Solution

Townley undertook a full review of the systems in place. As a result a recommendation was made to transition from ISDN to multiple SIP, all provided and managed by Townley.

Townley meets regularly with Autocab and has a total understanding of this challenges this sector faces. It's not just about supplying Autocab but also Autocab's customers. The backup service provided to taxi companies by Townley both in and out of hours has proved extremely effective and successful.

Townley has provided a wide portfolio of products, an efficient and effective way of dealing with things combined with a talented and dedicated team in the office.

> **In the competitive and intense environment of the Taxi/Private Hire world, which operates 24/7 365 days of the year, there is no room for any interruptions to service. Any such interruptions could have long term detrimental effects on a Taxi/Private Hire business.**
>
> Neil Jackson, Product Manager

Taxi companies operate unsociable hours which means they needed a supplier they would be confident could respond as well in the middle of the night as they can at midday weekdays – they felt confident they would receive this level of service with Townley.

As a result, Autocab have recently committed to a 36 month renewal. Autocab are working closely with Townley in the coming months as Townley support them with their expansion plans and provide them potential new services as the campany grows (additional SIP trunk channels etc.). One of the areas currently being worked upon is Autocabs' international approach and expansion plans.

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The Result

In summary, Townley has successfully planned and provided a robust failover communications solution, which meets the needs of Autocab to ensure a continuous service is provided to customers.

Because Autocab were so pleased with the SIP trunk solution delivered by Townley, they are now the preferred supplier for all the taxi firms that operate the Autocab system around the UK. Townley have managed this for over 20 taxi companies around the UK with fleets ranging in size from 50 – 650 cabs.

The Autocab Ghost Dispatch Software is supported by Townley data connectivity and the Townley SIP solution. This demonstrates Autocab's total faith in the Townley service.

Another reason Townley became the incumbent supplier for SIP is their ability to manage the transition from ISDN to SIP. Townley were flexible about timings and arranged this at 4.30am on a Tuesday morning as a precaution, and to ensure zero disruption to their service. The transition was conducted successfully with no interruption to service.

> **Townley are extremely reliable when it comes to managing the transition of ISDN to SIP including project management, briefing the clients, ordering and provisioning of data services, the provisioning of SIP trunks to sit on the data connectivity and the porting of the business critical numbers. Their process and expertise ensure there is no downtime and the transition is as smooth as possible.**
>
> Neil Jackson, Product Manager

Townley is always on-hand to discuss queries with Autocab and their customers. Townley has supported the businesses' technical needs, ensuring a smooth transition with a future-proof solution. Autocab refers potential customers to Townley when they are installing a system and require a Telecoms company to provide the connectivity.

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