Addison Lee logistics and transport

"Helping drivers, passengers and Head Office communicate"

Babl.biz provides Addison Lee with a highly scalable communication platform between driver, passenger, and their Head Office in Euston.

As London's largest minicab and chauffeur business, Addison Lee relies on highly scalable and efficient communication tools to support the efficiency of their service. With over 4,800 cars in central London alone, and over 300 employees in their call centres, the need to communicate is pivotal to the smooth running of their business. Babl.biz were approached to provide a tailor-made solution to improve communication links between office staff, drivers and their passengers, whilst also creating a new platform to check driver status. Babl's real time communications platform provides Addison Lee with the components needed to customise their own systems for their specific business requirements.

The Challenges

- Quality and Security are paramount in the highly competitive world of the UK taxi market. Fully trained Addison Lee drivers use SMS and phone calls to make sure they find their passengers quickly and efficiently, while needing to protect the personal data of the passenger.
- Addison Lee also needed a way of giving their drivers a first-class support service for the many things that need resolving in a typical day, along with a phone line that can give them an up to date status (eg ready for hire) constantly, and instantly report the status back to their drivers.

The Solutions

- An intelligent driver 'call out to the passenger' service was created using Babl's telephony media servers and API, to provide the secure communication bridge between the driver and the passenger. This provides a secure communication network between clients and drivers where no client contact information is exposed, but clients are immediately notified when their driver is waiting for them.
- Along with this, an internal hotline for drivers was put in place with different options, which allows drivers to communicate with their different departments.
- The real-time portal means that senior staff can view live calls taking place and review data and information about the calls.
- The call recording and archiving (along with data and speech analytics) allows the driver call out function supplied by Babl to be continuously monitored by the support and management team.

OVERVIEW
The iconic Addison Lee cars are responsible for driving over 10 million people across London each year.

CHALLENGE
The ability to communicate effectively between drivers and passengers and drivers and their support team in Euston

SOLUTION
A Driver Call out service triggered from their PDA to enable them to find the passenger, and a status IVR along with an internal help desk solution for drivers, along with access to real time portal, call recordings.

RESULTS
Between 2,000-3,000 call outs per day, more secure calling, improved quality control and workforce management through the live portal.

The benefits of Addison Lee using Babl

- **The agility to produce a solution quickly**
- **Tailor made solutions**
- **Reliability**
- **International call usage**
- **Cost effective solution**
- **Secure archiving**