

# Carrot Cars boosts award winning customer service with Echo taxi despatch solution

Submitted by: The Marketing Edge

Tuesday, 19 April 2016

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London, 19 April 2016 – London private hire company Carrot Cars has gone live with a real time scheduling and despatch system from Magenta Technology – the company behind Addison Lee's Shamrock solution. Magenta's Echo platform supports the award winning east London based minicab operator with a range of functionality, including auto-allocation and scheduling, capacity management and reporting.

The system is also driving improvements in customer service, with an advanced call management solution and an online customer booking portal. Carrot Cars customers can also take advantage of a newly launched customer booking app which allows them to book, track and pay for journeys via their smartphone or other mobile device.

From day one of implementation, Carrot Cars has benefited from Echo's auto-allocation and scheduling engine which allows controllers to plan existing and expected jobs with an intelligent distribution of jobs among drivers. With up to 97 percent of jobs automatically dispatched, this allows for a reduction in driving time, optimisation of fuel economies and a reduced back office staff requirement. Peaks in bookings can be predicted using Echo's Capacity Management Module, and parity of individual driver usage can be maintained based on idle times and earnings to date.

"Our previous system was very basic and simply did not offer the capabilities we required to support the continued growth and expansion of the business," commented Ivo Aulik, Managing Director of Ivory Enterprise trading as Carrot Cars. "By working in partnership with Magenta, we have been able to benefit from the advanced functionality of the Echo platform already on offer and customise new features to meet our specific and exacting requirements."

Carrot Cars is also taking advantage of Echo's customer facing features, including an advanced Call Management module including caller identification, call history management and call monitoring, with call playbacks automatically attached to bookings. Working with Carrot Cars, Magenta has also developed a Customer Web Booking Portal for corporate clients and a newly launched Customer Booking App. Additional customer service functionality includes Dynamic Delays for the automatic calculation of response time, Flight Lookup and Validation for passengers with time critical onward journeys, and integration with Carrot Cars CRM and management reporting.

"In the first week of implementation we were all blown away by the functionality and ease of use of the Echo platform," added Bradley Lok, Co-Director. "We have received first class support at every stage of the development cycle and implementation project and we are confident we have chosen the best solution available."

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