

Blackberry Cars picks Magenta Technology's Echo software to maintain bumper growth

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London, 26 July 2016: Blackberry Cars, London's specialist provider of airport transfers and taxi services, has selected Echo, the cloud-based private hire and taxi dispatch software from Magenta Technology. Offering unrivalled auto-allocation capability, a highly customisable user interface, advanced apps and added functionality such as Flight Look Up, the Echo platform will underpin strong growth plans for the Hackney based company, which last year saw revenue increase by 25 per cent.

Blackberry Cars selected Echo following a rigorous evaluation of competitive products, choosing the cloud based solution based on system functionality, product development cycle, support and price.

"As the company continues to grow, we realised we needed to upgrade our outdated procedures, including the manual transfer of bookings from our web booker to our current dispatch software," commented Sikirulai Etti, Owner of Blackberry Cars. "Following an extensive review of available solutions, we knew we wanted a cloud based solution and we selected Magenta's Echo system based on key functionality, such as multi-platform driver's apps, automatic Flight Look Up and multi passenger functionality, as well as first class support and development."

Blackberry Cars is a London based provider of minicab services to and from all major airports, including Heathrow, Gatwick, Stansted, Luton and, more recently, Southend. The company also provides transfers to the UK's cruise ports and major cities. Operating a fleet of around 80 owner-driver vehicles, Blackberry prides itself in providing a reliable, professional and competitively priced service, and has recently diversified to include executive transfers within its range of services.

The Echo platform selected by Blackberry Cars features the most advanced auto-allocation functionality on the market, guaranteeing immediate, more accurate job distribution. Users of Echo report an automatic job allocation rate of more than 97 percent, enabling dispatch staff to concentrate on other key business areas such as improving customer service. Echo also offers Blackberry Cars a range of customer booking apps which allow passengers to book, track and pay for journeys via a smartphone or other mobile device.

"We are delighted to welcome Blackberry Cars to the Echo family and we look forward to working with them to support the sustainable growth of their business," commented Torsten Brose, Business Development Director for Echo at Magenta Technology. "Working alongside Blackberry, we can help them make the most of Echo's existing functionality, implement new features and benefit from our existing relationships with aggregators and third party support mechanisms."

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