BESPOKE DEVELOPMENT

You have probably heard Sherlock Taxi talk about bespoke development.

We are proud to offer this to our clients as we firmly believe that your software should be flexible enough to support your business requirements – not the other way around. Businesses are often faced with choosing an off the shelf product that doesn't truly meet their needs or, commissioning a completely bespoke product which is very costly and can take a lot of time to build. Our aim is to bring a product to market which removes these hurdles. Our off-the-shelf product has built in flexibility as features are highly configurable. However, if there is something more business-specific that you are looking for then we offer bespoke development as well.

The process for bespoke development is very simple. Our development team will discuss your requirements with you, scope out the work and provide you with an estimated cost and timeline. It is then up to you if you wish to proceed.

Examples of bespoke development delivered to existing clients are listed below. These examples are anonymous; if you would like more information, please get in touch.

Company A

CLI window changes

We have a UK client who services three separate local areas that all have their own licensing rules. Each licensing area was assigned a different phone number and one of the main licensing conditions of the council was that the business could record which phone number the customer had dialled in from through their operating system. Office staff must be able to answer calls using the corresponding greeting for the area which the booking is coming from.

To support this feature, the Sherlock Taxi development team made changes to the CLI window. This window is a 'pop up' which appears when a customer calls the office. The pop up shows details associated with the incoming telephone number such as the client name and any bookings within the system. The development work allowed our client to know which area or phone number the customer was dialling from. The caller is then able to answer the phone using the correct greeting.

Company A

Maximum prices

Company A had a second bespoke requirement. Their pricing strategy includes setting a maximum mileage price for certain jobs. The reason for this is twofold: firstly this was to prevent issues where a driver's route choice meant a significantly higher price (for example, by avoiding traffic and not taking the most direct route) and secondly, the business could market this to their customers as a maximum price limit.

This is a pricing strategy which our team had not come across before and as such, the functionality was not built into Sherlock Taxi. Our development team liaised with Cabs Smart to discuss how they wanted this feature to work and then estimated the time and cost associated to this. We were then able to deliver this feature to the customer and enrich our pricing functionality at the same time.

Company B

Telephone booking screen changes

Company B is based in a city with a large harbour that many cruise ships depart from. The client holds the contract for supplying private hire vehicles to cruise ship customers and this work must always be fulfilled. To help facilitate these bookings, our development team made changes to the telephone booking screen to include additional information fields such as cruise ship terminal (to ensure the most appropriate pickup point) and the amount/size of any luggage (to book the correct sized vehicle).

Company B

Third party integrations

Sherlock Taxi is integrated with a number of third party providers including telephony companies, credit card payment gateways, SMS text providers and flight information providers. We already have a variety of integrations in place to give our clients as much choice as possible when it comes to choosing third party companies to work with. However, sometimes there is a particular supplier that a client would like to work with that we are not integrated with. In this instance, we can review the supplier's API information and estimate the cost and time involved to integrate with the product. For company B, we provided an integration with the credit card payment gateway, Adelante.

Company C

Street hail detection

The street hail detection functionality was developed to support fleets with large numbers of hackney drivers (black cabs). The idea behind the feature is that office staff are able to detect if a driver has picked up a street hail job when he or she has already been allocated a job. This can be done through the use of GPS. If a driver is travelling in a different direction to the pickup address of the allocated job, then GPS can pick this up and send a pop up notification to the driver. This notification can be configured to ask the driver a question such as 'are you on way to the pickup?' or 'have you accepted a street hail job?' This means that office staff can then decide on the best course of action to take such as un-allocating the job or banning the driver as punishment. The reason GPS is used to detect this is that GPS is very difficult to fake in the first place but if a driver has succeeded in faking it, Sherlock Taxi can detect the fake GPS device.

Company D

Seat sensors

Seat sensor integration was developed for one of our clients outside of the UK. In some instances, the client had drivers' showing the status 'on a break' but GPS tracking revealed the vehicle to be moving around the city. The company was concerned that drivers were taking additional, personal cash jobs whilst on shift. By installing seat sensors, we could use Sherlock Taxi to track if the driver had a passenger in the car whilst moving around in 'on a break' status.

Company D

Translations

This client is based in a country where the official language is Arabic. To support this, our development team added functionality to the booking screen which permits addresses to be displayed in both English and Arabic.

Company E

Manually entering meter prices into PDA

Company E are based in a European city where regulation stipulates that all drivers can accept street hail jobs as long as they use the local authority's approved meter for these trips. For any other jobs booked, Sherlock Taxi's in-built pricing system suffices.

In order to accommodate this, we allowed drivers to enter meter fares from the approved meter into their driver app.

Company F

Rank allocation

If a driver is assigned a rank job and returns to the rank after completing this job, he or she will be placed at the back of the rank queue. However, if the driver is assigned a job which is then cancelled, returning to the back of the queue can be perceived as unfair. This client requested that a driver in this situation be placed at the front of the queue when re-joining the rank. We were able to amend our allocation strategy and develop a feature to enable this workflow.

Company F

Bonus programme

For marketing purposes, this company also wanted to implement a bonus scheme in which customers could book rides and earn points. Once the customer has collected enough points, he or she can then redeem these to pay for their next journey. Although Sherlock Taxi already supports promotional codes and vouchers, the standard product does not support points being used as a payment type. Our development team implemented new functionality to support this.

These are just a few examples of bespoke development that we have implemented for clients. Please ask for more details or to discuss your own requirements.