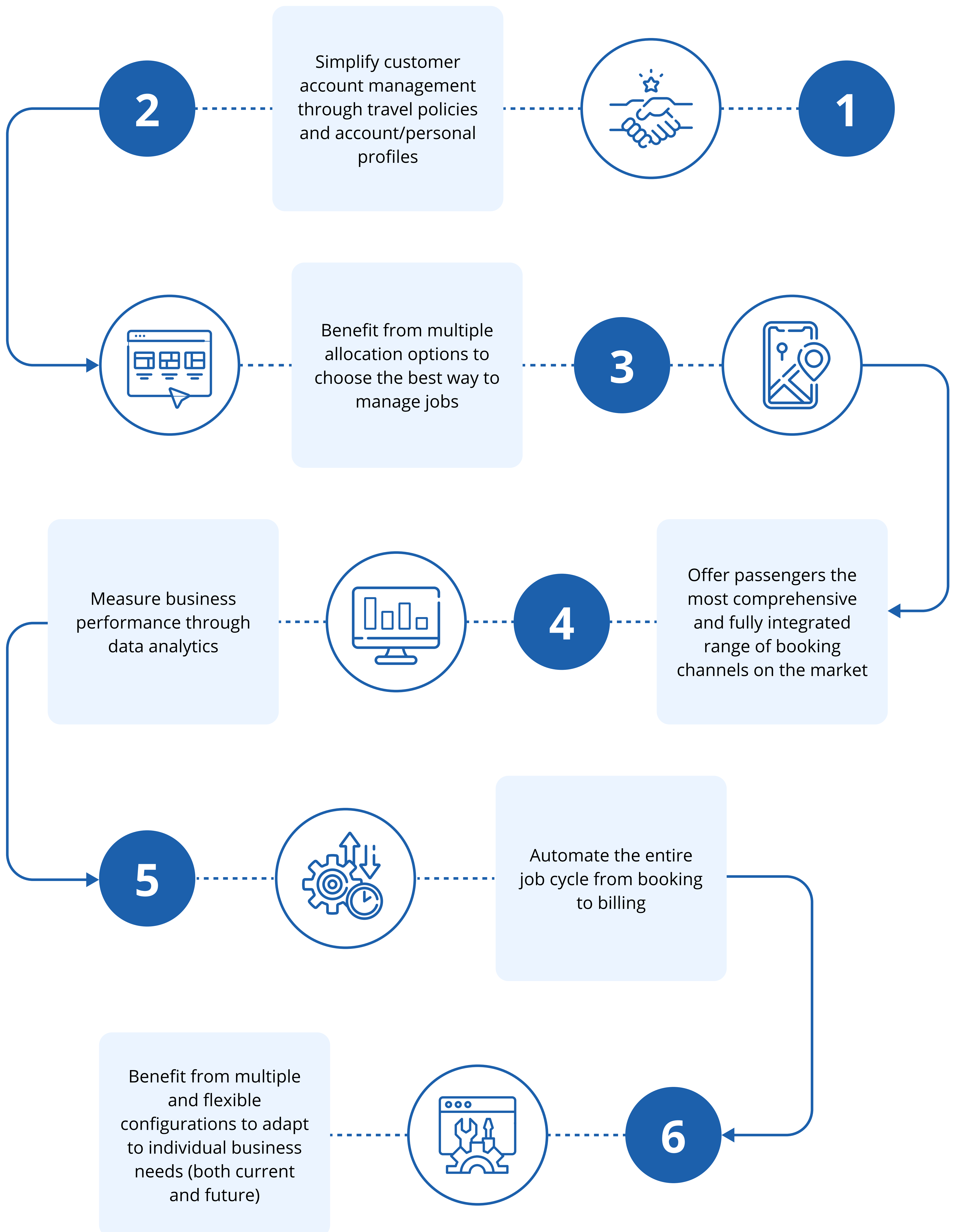


# SHERLOCK

The world's **most advanced** taxi solution



# Businesses like yours are using Sherlock Taxi to:



# Sherlock Taxi's auto-allocator: built in partnership with Addison Lee's control team

We built Sherlock Taxi based on our knowledge and experience of developing Shamrock, Addison Lee's bespoke dispatch and management solution.

Our company was founded in 2008 by the team that developed Addison Lee's award-winning taxi dispatch solution. Addison Lee's goal was to create an allocator which could distribute jobs in the most efficient way possible, whilst emphasising driver fairness and customer priority. Our goal was to build a product which would take the knowledge of Addison Lee's best controllers and automate their decision-making process to enable the business to scale up rapidly.

This led to us developing an allocation method known as 'best driver'. With this type of allocation, the system considers the fleet as a whole in order to make a decision about which driver should be assigned to each job. Algorithms evaluate the entire fleet against a range of variables such as distance to job, driver empty time and driver/customer criteria (for example, passenger requires vehicle with car seat).

The allocator will allocate a job and monitor its progress to ensure that a consistent level of service is delivered. Real-time traffic conditions are monitored as well as driver behaviour. For example, if a driver is running late to a pick-up, the system will automatically send an alert so a controller can intervene. This essentially means that controllers only need to focus on the small number of jobs that the system flags as having a problem and rectify these before your customers are impacted.

Best driver moved allocation away from how most legacy systems had been managing work through plots or zonal allocation. It eliminates the problem of drivers running long distances to jobs, passing other drivers who are available and actually nearer to the pick-up who cannot be automatically assigned the trip simply because they are in the wrong zone.

As best driver evaluates the fleet as a whole, it is proven to be the most efficient method of allocation, driving up the number of jobs your fleet can do whilst reducing dead mileage and minimising the possibility of human error. Best driver helps to you get the most out of your fleet during your busiest times to maximise revenue for your business and drivers.

Best driver has a lot of positives – but we do recognise that sometimes, particularly during your quiet periods, it can be useful to have plots allocation.

Plots allow your drivers to see where they are in a queue and monitor how long it might be until they get another job. Sherlock Taxi has plots as well as best driver so that our customers can actually switch between the two allocation methods depending on demand. When you switch from plots to best driver and back again, the drivers keep their original queue positions (rather than starting from scratch), so you don't need to worry about any unfairness.

Flexibility is key so we also have offers and bids which can be used in conjunction with other allocation methods.

## 100% automated allocation



When we first launched best driver, customers could reach 50-60% automation. Our developers worked with controllers on an ongoing basis to refine and iterate allocation settings to increase this number. As a result, in 2017, Central Taxis in Coventry became our first customer to run on 100% automated allocation and have continued this 24 hours a day, seven days a week, 365 days a year ever since!

## Key benefits

- Configurable allocation criteria – emphasise the variables which are most important to your business
- Consider the fleet as a whole to maximise efficiency
- Best driver allocation to eliminate the problem of drivers running long distances to jobs, crossing drivers who are closer to the pick-up but in the wrong zone
- Switch between best driver and plots depending on demand
- 100% automation

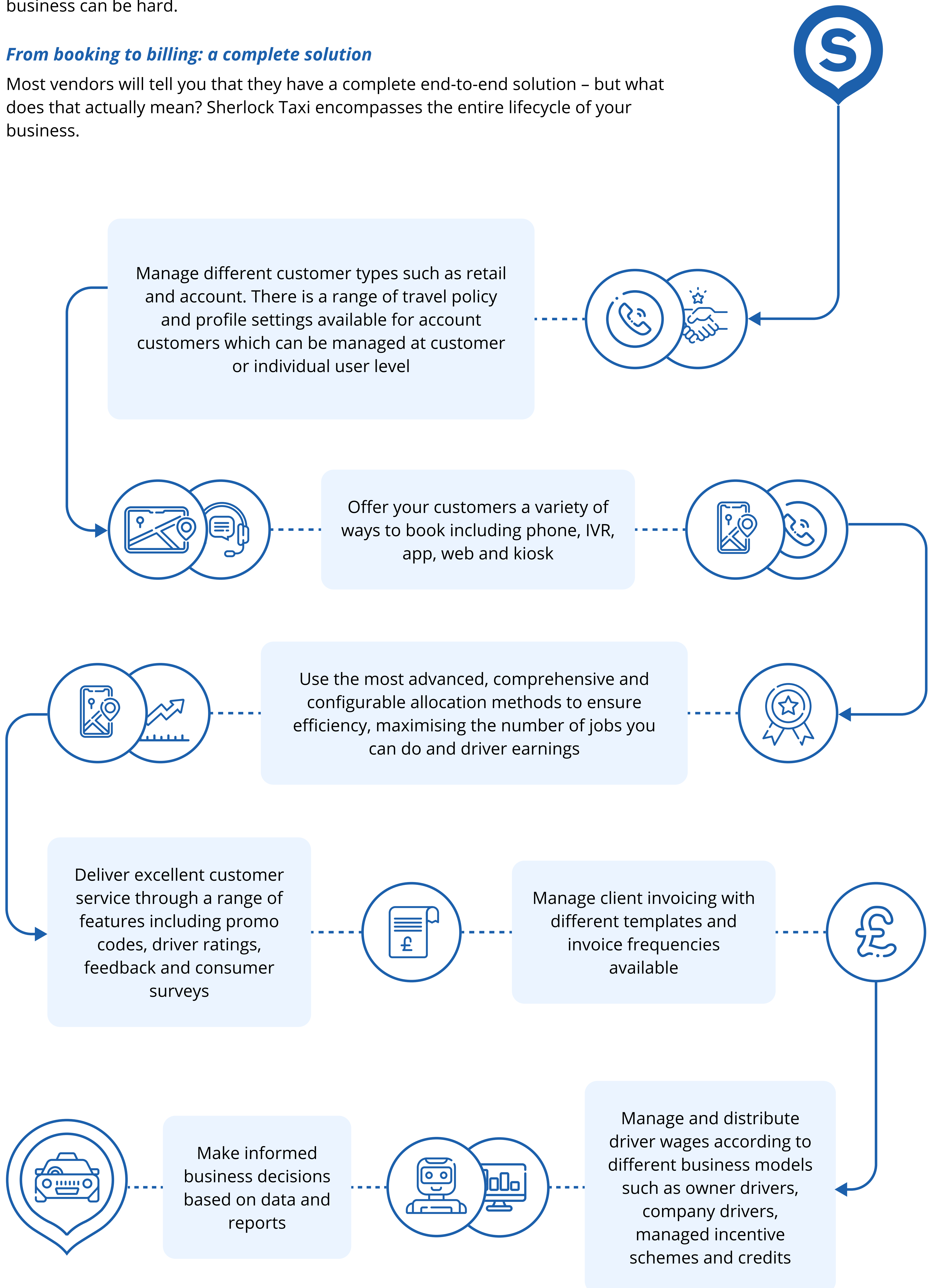
# What makes us different?

*Sherlock Taxi  
can help you to:*

With so many software companies to choose from, deciding what is best for your business can be hard.

## *From booking to billing: a complete solution*

Most vendors will tell you that they have a complete end-to-end solution – but what does that actually mean? Sherlock Taxi encompasses the entire lifecycle of your business.



## Flexibility

We don't believe in a one-size-fits-all approach to technology. Our entire system has multiple configuration options so that you can set it up to work how you want – according to your individual business needs. From booking channels, allocation and dispatch through to administrative functions such as invoicing, wages and reports, we've got it covered.

There is so much choice with Sherlock Taxi that we could fill a brochure just listing different options! Let's take one example – driver grades.

To help our customers manage their drivers, we have created a system of driver grades which allow you to group your drivers and apply different rules at group level. For example, you could create a group of longest serving drivers and reward them for length of service with perks such as the ability to reject a job that they don't want to do or displaying full pricing and drop-off address information before they accept the booking.

## Transparent licence fee model

We are completely upfront about our costs – we don't do hidden extras!

We charge a per driver per month licence fee in arrears which is only applied per active driver. This means that if a driver doesn't work one month for any reason, you won't be charged for them that month.

The fee includes regular system updates. You might have had suppliers tell you that in order to get the latest version of their new customer app, you need to pay for an update. With Sherlock Taxi, this is included as part of the licence fee.

## What about hosting and third party providers?

We are frequently asked if Sherlock Taxi is cloud-based. The choice is entirely yours. If you do choose the cloud, we have partners that we can put you in touch with but we're more than happy for you to source your own provider if you prefer.

Similarly, we have integrations with a range of companies for credit cards payments, telephony, flight tracking information and text message gateways. If there is a particular provider that you want to work with who isn't on the list, we can also look at a bespoke integration for you.

Essentially, when it comes to other suppliers, we can help you as much or as little as you want. For us, it is about making sure you have the freedom to make your own choices and decisions about your business.

## We've delivered over 1400 new features to our customers at no extra cost in the past two years!

- Customer apps re-design to improve workflow and customer experience
- New telephony integrations to give customers more choice over who to work with
- Taxi booking terminals for tablets in hotels, restaurants and other local amenities
- Bids screen in the driver app to give empty drivers the opportunity to bid for extra work



# Booking channels: Sherlock Taxi has a range of booking channels available including telephonist booking screens, IVR, customer booking apps, web portals and web kiosks

**Our booking channels guarantee that customers are shown the same vehicle availability and ETA regardless of which booking channel they use. You won't need to turn off automated channels when you're busy for fear of overbooking as real-time updates mean the customer won't be able to book if you can't fulfil the job.**



## Call centre and telephony integration

Taking a booking should be simple and efficient for telephonists as they shouldn't be expected to remember to capture lots of different information depending on who the client is! Our booking screens are configurable; they can be adapted at customer level to display mandatory fields, depending on which client you are talking to. For example, you might include a cost centre field for a client that requires this on all invoices.

Telephony integration makes the process even easier as when a recognised number calls into the office, a pop-up window will show the telephonist a full customer profile and live job management information.



## IVR

Ease the pressure on your call centre with our IVR technology. We realise that some customers prefer to use traditional booking methods over apps or web portals. Our IVR allows regular phone bookers with regular pick-ups to easily schedule bookings. Our IVR has a variety of configurable options including different services and multiple address options. Passengers can also get updates on the status of existing bookings/ ETAs and easily cancel trips if they are no longer required.

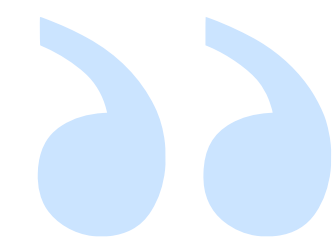




## Customer booking apps

We recently delivered brand new customer apps on both iOS and Android to all of our customers at no extra cost as updates are included as part of the licence fee.

The new apps were delivered as part of our ongoing commitment to keeping customers at the forefront of technology. We regularly review best in class technology to ensure that we are providing our customers with industry-leading features. The new apps have been designed to improve workflow and user-friendliness. They have received lots of positive feedback so far with Raja Kurban, COO of AlloTaxi commenting that



***The new app has been totally revamped and you can see that there has been some advanced work on system infrastructure. The app now has a much quicker workflow in which a booking can be made in just two clicks. The app is user-friendly, intuitive and well-designed.***

Raja Kurban, COO of AlloTaxi



### Web portal

Let your customers book online from your website and manage their journeys with ease and simplicity.

The portal has all the features of more traditional booking channels including management information for corporate clients. Travel policy information is mirrored across the different booking channels so you don't need to worry about account customers favouring the phone over web for complex bookings. This all helps to take the pressure off your call centre and office staff – who will have full oversight from the backend anyway.



### Kiosks – what do we mean by a kiosk Booker?

A kiosk is a pre-configured web page that will run on any operating system and can range from a simple tablet at a reception desk to a secure unit in a high footfall public location. You can use them to expand your presence in your local area and promote your services in local supermarkets, restaurants and amenities.

***Our apps are part of the wider Sherlock Taxi system – not an add-on – which means that they receive the same real-time information as any other booking channel. It doesn't matter what booking channel your customer uses, they'll get the same ETA regardless. This gives your customers confidence in your app and encourages them to keep booking with it.***

# A snapshot of other key features

## Booking capacity management



Capacity management allows you to guarantee you service your most important customers for both pre-booked and on demand work.

Ensure you balance the number of jobs coming in against the availability of the whole fleet versus upcoming pre-books to maximise driver earnings and fleet efficiency.

## Driver apps



Your driver app is the tool to connect drivers with available work to maximise the number of jobs your fleet can do, whilst increasing driver earnings at the same time. It is vital that your app is informative, intuitive and most of all, robust. The new Sherlock Taxi driver app is a complete re-design of the user interface and workflow based on customer and driver feedback. The user-friendly and stylish new design is supported by a range of new additional features. Drivers can now select future jobs from within the app and make payments for rent or monies owed to the company via payment links.

## Offers & bids



Offers and bids were built to be used in conjunction with best driver to increase efficiency and automation levels regardless of other challenges such as a lack of available drivers in the vicinity. If the auto-allocator cannot find a driver, the search area surrounding the pick-up can be extended and the trip offered to a specified number of drivers in that extended area. Alternatively, a trip can be displayed on a bid screen that drivers can view and pick their own jobs from.

## Comprehensive pricing strategies



As Sherlock Taxi is modelled on Addison Lee's own system, we have one of the most comprehensive pricing modules in the industry. We recognise that businesses have different ways of pricing jobs and our software reflects this. Prices can be calculated based on driven mileage, time, distance from A to B, any combination of the above or by a taxi meter. Prices can also be configured at the account, customer or geographic level.

## Full suite of reports



Essentially, if the data is stored in the system, it can be extracted from the system. Sherlock Taxi stores all data and logs any changes made to provide a full audit trail for your reference. We have a range of reports as standard but our philosophy when it comes to data is working with our customers to understand what they currently know about their business, what they would like to know and how to achieve that. We will work with you to help you get the data you need to make meaningful decisions about your business.

## Support for electric vehicles



We are committed to innovation and sustainability in the industry. Our team has developed a range of features to support electric vehicle adoption and mitigate the challenges surrounding a full rollout of EVs. Customers can configure their allocation logic to consider variables including charging points available locally, distance to charge remaining, the ability to share vehicle range and vehicle status e.g. 'currently charging, 10 minutes remaining'.



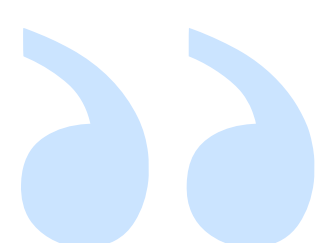
## Retention & Rewards Programme (RRP)



The Retention & Rewards Programme (RRP) incorporates a range of marketing features including promo/referral codes, electronic vouchers and loyalty cards. RRP packages these features in a genuinely useful way to use as part of your marketing campaigns; you can incentivise customers by criteria such as mileage or pick-up location, create individual credit limits within accounts and more.

See what our customers think...

WestQuay  
cars



***This new programme is another great feature added to Sherlock at no extra cost and really gives us the tools to manage our customer incentives much more effectively, ensuring we spend our marketing budget wisely.***

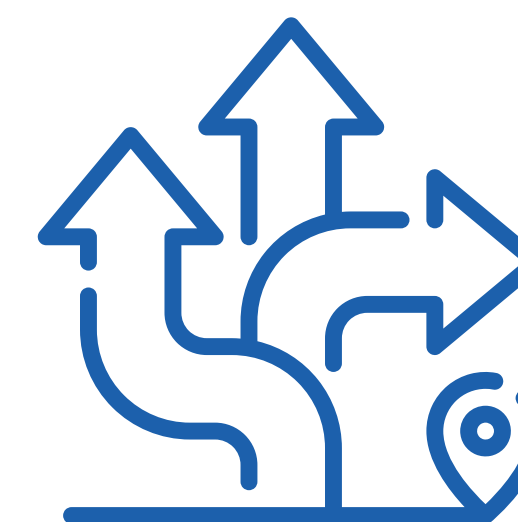
Lee Haynes,  
Owner & Director of West Quay Cars

## Payment links



Our customers can also send web-based payment links via text or email to passengers. This is a convenient way for your customers to pay and reduces the risk of chargebacks as you can create a rule to only dispatch the vehicle once the card details have been entered and payment either approved or pre-authorised.

## Event-based allocation logic



Fleets that often pick up passengers at the same time from one busy area (e.g. a train station, local event or supermarket), will know that it can be difficult to ensure that passengers are picked up in the order that they requested a vehicle. Our new event-based logic ensures that you can do this, eliminating customer dissatisfaction due to other passengers who skip the queue!

## Account management portal



The account management portal allows your clients to manage all their travel needs in one easy-to-use and configurable portal. Clients can access their bookings, invoices and entire account history online and at their own convenience, giving them full control.

## Virtual wallets



Give your passengers more options when it comes to settling the bill. Sherlock Taxi doesn't limit you to card, cash and invoice. Customers can create virtual wallets to deposit an amount of cash that can be used – particularly useful for children and managing their spends.

## Flexible integrations

Sherlock Taxi is integrated with a range of third party software companies including:

- telephony companies
- SMS providers
- flight information companies
- credit card payment gateways
- various mapping technologies and innovative third party features

There are lots of options when it comes to third parties as we don't like to restrict customers. These are just some of the companies we are already integrated with and we offer bespoke integrations if you have a supplier you really want to use.

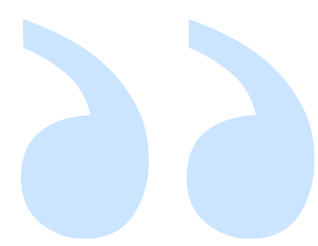


# Migrating to Sherlock Taxi

We understand that the thought of moving to a new system is headache inducing – but it doesn't have to be. You don't need to spend hours and hours entering data into your new system as we can migrate it over for you. We can move customer, driver/vehicle profiles and even bookings to make that transition as smooth, seamless and stress-free as possible.

## We asked some customers with big fleets what they thought about our migration process...

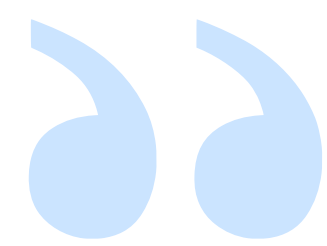
**A&B**



*As part of implementation, Sherlock was with us every step of the way, before, during and after go live; tweaking settings to get the system working exactly how we wanted. I'm glad I acted and switched systems as it has now put us in a much better position and we are reaping the benefits of switching,*

Gary Brand, Owner of A&B Taxis,  
120 vehicles

**CENTRAL**  
TAXIS (WARKS) LTD OF COVENTRY



*It was a big transition for us as we had not changed systems in over twenty years. It was clear from the start that the team had expert knowledge of the industry and really wanted to make sure that the system would help our business. They listened to us and ensured that we had a seamless changeover with their staff providing twenty-four hour onsite support at the most critical points for us.*

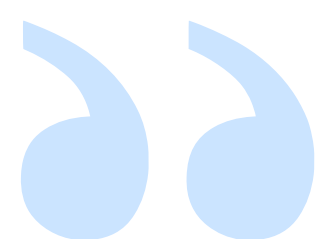
General Manager, Central Taxis, 500 vehicles

## Working with us

Our team is not just full of software people who think they know how features should work. We're an experienced blend of tech experts and client/account managers who have worked in the industry and understand the challenges faced first-hand. We use our first-hand experience of working at some of London's largest minicab companies to develop sophisticated dispatch technology that works in the real world.

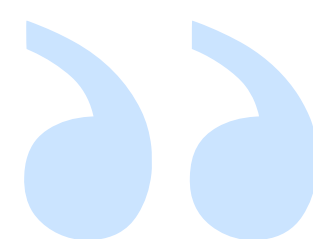
We are committed to creating features which help you to be more efficient as a business to maximise your competitiveness and ultimately, profitability. We are always on hand to discuss new ideas with our clients and how to use the system to implement them. Our consultative approach is based on a mutual partnership – we want you to grow and succeed!

# You don't have to take our word for it...



***Always prepared to listen to new ideas and if we have any bespoke requirements they can always be catered for.***

Steve Russell, Airport Lynx



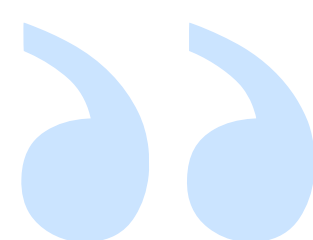
***When I started working with Sherlock I realised it was far superior to anything on the market and I knew it was what I needed to thrive in the marketplace.***

Keith Hawkins, Smart Cars



***We work closely with the Sherlock team and they have developed several bespoke customisations for us which allows us to be flexible and supports our expansion into other markets***

Raja Kurban, CEO of AlloTaxi



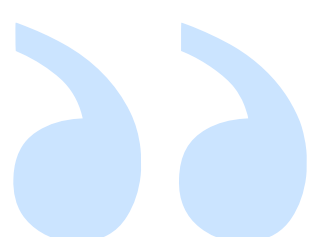
***Our business model focuses on corporate account clients. The team at Sherlock Taxi built us a booking approval feature which automatically sends an approval via email or text message to a client's accounts department to get authorisation before allocating the job.***

Justus Kirigua, Pewin Cabs



***A few things really stand out for me. I have been able to automate my entire job allocation process which means that drivers don't worry about any other drivers getting unfair advantages as the ability for human error has been removed. Additionally, I can finally have ideas about how I want to run my business and a software partner who can help me to implement them. We've even implemented 100% auto-allocation - with nobody in the office ever manually allocating a job.***

Ginda Mahal, Central Taxis



***The flexibility of the Sherlock solution and in-depth knowledge of the support team means that our business can react quickly to unprecedented market changes to ensure future sustainability and longevity. Our technology is now an enabler rather than holding us back.***

Thomas Chia, Managing Director of SMCP (Sixt franchise)



***Technology provides new tools to staff, customers and drivers and you can't do that on the cheap - it is probably the most important thing for your business. Choosing Sherlock is the best decision we could have ever made.***

Lee Haynes, West Quay Cars

# FAQs

## ***Are you Addison Lee's technology provider? I've seen other companies claiming to be.***

Our founder, Paul Lacey, worked at Addison Lee in the early 2000s when they revolutionised their taxi dispatch software. Paul was the project lead on Addison Lee's side and his co-founder, Alex Zotkin, was the project lead for another software company that Addison Lee had been using. Paul and Alex decided to go into business together and Addison Lee commissioned them to create their bespoke, software which we still support today.

## ***Do you only work with big fleets?***

No, our approach is centred around working with companies who have a vision to grow and improve but need the right technology in place to support them. This means we work with start-up fleets right through to thousands of vehicles.

## ***What happens to all the data in my legacy system if I switch?***

As part of the installation process, we can migrate key data over to Sherlock Taxi for you so you won't lose anything from your previous system or need to spend hours re-entering information.

## ***What third party platforms can you integrate with?***

Sherlock Taxi is already integrated with a number of service providers including telephony, SMS, credit card payment gateways and flight information companies. We don't charge you to use integrated third parties – you just need to agree the commercials directly with the provider.

## ***Is Sherlock Taxi cloud-hosted or onsite?***

This is completely up to you. Our aim is to give you choice. Whatever you choose, our implementation team is on hand to guide you through the process.

## ***Will the system integrate with my phone system?***

Yes, Sherlock Taxi is already fully integrated with various telephony providers and we are happy to discuss bespoke integrations for you as well.

## ***Do you offer white-labelled apps and booking websites?***

Yes, our apps and web portal are completely white-labelled to look like your own software. We'll just need your logos and brand information and this can be easily set up for you.

## ***Do I need to pay for system updates?***

No, our emphasis is on building an ongoing partnership with you where we help you to use technology to grow your business. We use the licence fee model to include all system updates automatically, at no extra cost to you. In the past two years alone, we have implemented over 1400 new features to customers at no additional charge.

## ***What if my business needs change over time?***

We have a large in-house development and technical team working on Sherlock Taxi, we are continuously developing the system so it remains at the forefront of technology. We pass system updates on to our customers at no additional cost – it's all included in the licence fee.

