



Intelligent Dispatch & Transparent Decisions.

Trusted by Drivers.

Support your drivers: recruit and retain more drivers through intelligent, fair and consistent allocation that increases trust, transparency and earning potential.

Intelligent & Transparent Allocation with Best Driver, Offers & Bids

Sherlock's auto-allocator creates a geo-fenced zone around the pickup point for each trip and searches for the nearest suitable driver within a configured radius – whilst balancing the efficiency of the fleet as a whole using real-time Google traffic conditions, to ensure the correct driver is consistently allocated.

Algorithms are configured to consider your business priorities to evaluate the best driver for any given job including variables such as distance, driver empty time and customer priority.

Offers & Bids

If the allocator cannot assign a trip within the configured parameters, it can be sent to offers or bids to allow drivers outside of the allocation radius to select the trip to complete. This drives efficiency through automation and gives drivers more flexibility and autonomy over their work.

Best Driver Case Study: Central Taxis, Coventry

Central Taxis delivered 100% automated allocation 24/7 365 days of the year since go-live as a result of best driver. The impact on the fleet was huge with increased efficiency leading to more trips, greater transparency for drivers leading to better driver confidence through consistent allocation, and increased earnings.

[Read full case study here](#)

Snapshot of Allocation Benefits for Drivers

- ✓ Reduces long distances and dead mileage to pickups
- ✓ Increases driver productivity and reduces idle waiting time
- ✓ Increases driver earnings
- ✓ Offers & Bids give drivers more flexibility and autonomy over their workload
- ✓ Increases transparency and driver confidence in allocation consistency
- ✓ Reduces need for drivers to contact control as they trust automated dispatch decisions
- ✓ Increased driver trust and satisfaction reduces job rejections

Flexible and configurable allocation tools

Sherlock's flexible allocation allows operators to prioritise what is most important to them. Depending on the business, that could be fastest pickup, integration of specialist vehicles into day-to-day fleet, driver empty time or a combination of all variables.

In quieter periods, there is the option to switch from best driver to plots allocation which means that drivers can see their position in a queue and therefore can estimate how long it will be until they receive their next trip.

Advantages for Drivers

- ✓ Fleets can choose to prioritise driver waiting time in allocation decisions
- ✓ Google Maps data is used to provide accurate ETAs and reflect real-time road conditions
- ✓ Option to switch to plots when quiet to show drivers when they are likely to next receive a trip (and when switching back to best driver, drivers retain queue position and empty time)
- ✓ Reduce driver idle time
- ✓ Build driver confidence in dispatch system
- ✓ Improve driver retention rates through consistently fair allocation and increased confidence in the system

Your Driver App: empower drivers with an intuitive app designed for efficiency and better driver outcomes.

An app that equips drivers with tools to maximise trips they complete and increase earning potential, while enabling operators to maintain full control over business operations. Flexible configuration settings allow businesses to tailor driver features, workflows, and permissions to suit their operational needs.

Driver App Highlights

- ✓ Prebook heat zones – highlighting areas with upcoming demand to help drivers position themselves where they're most likely to receive a trip
- ✓ Ability to select upcoming pre-bookings
- ✓ Virtual meter functionality
- ✓ Multiple-stop trip management
- ✓ In-app job amendments
- ✓ Real-time Google traffic conditions
- ✓ In-app payment of rent or driver balances
- ✓ Downloadable driver statements

"It is great being able to choose future jobs in advance, like the first job I will do on my next shift so I know where I am going before I start"

– **Steve from A&B Taxis**

(NB: If this feature is switched on)

Snapshot of Key Benefits for Drivers

- ✓ Helps drivers to plan their shifts effectively e.g. where to wait to increase likelihood of receiving a job or the option to select bookings for the following day from Future Jobs screen
- ✓ Efficient allocation and dispatch of trips increases driver productivity and earnings
- ✓ Ability to manage admin such as driver statements in-app improves driver visibility of decisions and earnings
- ✓ Driver Grades system that rewards loyalty and hard work – enabling fairness
- ✓ Greater confidence and trust in the dispatch system

Trust & transparency to deliver better outcomes for drivers and your fleet

Sherlock improves driver confidence in dispatch and therefore retention through fair, transparent, and automated trip allocation. By removing common frustrations such as long pickups, unclear allocation decisions and poor apps, operators can reduce cancellations, driver churn, and reassigned jobs.

Sherlock can also support driver retention through incentive features — motivating better performance while improving passenger service and overall fleet efficiency.

The result is:

- ✓ Drivers are motivated to accept more jobs
- ✓ Passengers experience faster, more reliable service
- ✓ Businesses operate more efficiently and profitability

Sherlock helps operators build a fleet that drivers want to stay with - improving service reliability, strengthening business reputation, increasing driver earnings, and ultimately driving better business performance.

For more information visit: <https://www.sherlocktaxi.com/driver-management-software/>