

# A Mobile Solution for Addison Lee Drivers

## Re-designing Vehicle Passenger Management



CommonTime



Over the past 40 years Addison Lee (AL) has established itself as London's most trusted private hire operator, transporting over 10 million people each year in London alone. Addison Lee have recently embarked on a new technology development project to redesign their passenger, courier and chauffeur management processes with a brand new mobile app solution, developed in partnership with CommonTime.

## The Situation

As part of their continual strive to develop, innovate and improve, the team at Addison Lee (AL) decided to update their driver passenger management solution, beginning a procurement process in 2015 to find a supplier who could deliver a new robust, dependable driver solution.

Whilst their existing mobile driver app was functional and already embedded into the infrastructure at AL, it was not a viable long-term solution. With a heavy reliance on legacy devices that were limited in power, speed, capability and choice and no plans afoot from the supplier to update either the software or supported hardware, AL had to examine other options.

## The Solution

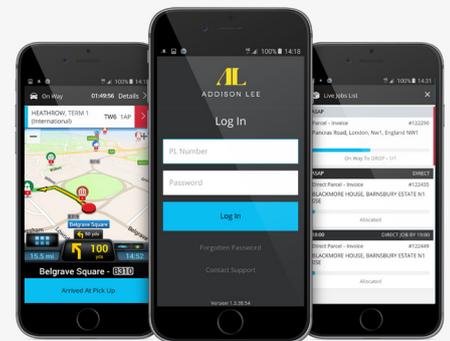
The initial project focus for AL was to create a new application for the driver team to use for day-to-day passenger management jobs, however the courier and Tri-Star chauffeur aspects of the business also required consideration due to their bespoke requirements.

### Driver App

The AL passenger management app for private hire services has significantly modernised and improved driver processes since its launch. Drivers can manage the entire passenger process from booking to drop-off in real-time.

Drivers now have more control of their customer journeys, including the ability to create and process amendments and manage no-show jobs directly through their app. This capability allows driver to get back on the road rapidly, rather than having to call the office to process cancellation requests.

Live heat maps of London traffic and roadworks can be accessed to identify road bottlenecks and prime parking locations, and supplementary charge transactions such as toll roads and airport parking can now be billed by AL immediately ensuring no unexpected charges for the customer at a later date.



*"Addison Lee provides the very highest levels of service to its customers from booking to billing and the in car experience is a key part of this. Our new driver app will give our drivers what they need at their fingertips to ensure customers get to their destination stress free."*

Catherine Faiers, Chief Operating Officer at Addison Lee

## Courier App

The courier fleet within AL have a different set of requirements in comparison to other drivers due to the volume of jobs they undertake. Whereas the driver solution was focused on creating a start-to-finish passenger workflow based on a singular job, courier staff regularly undertake multiple jobs at once.

As a result, couriers often change between different active jobs through the course of their working day in a reactive manner depending on their location and job requirements. All couriers have autonomy and control over their workload to make decisions independently about their schedules and their app provides them with the flexibility to easily update the job they are actively working on.

## Chauffeur App

Since the acquisition of Tri-Star in 2016, AL have been working to incorporate and merge their back-end systems into the wider AL estate of solutions. As part of this infrastructure merger AL have reviewed how best to support Tri-Star chauffeurs with their passenger management mobile solution.

As the Tri-Star organisation offers a high-end business service to clients there are changes to incorporate into their mobile solution. Tri-Star clientele are provided with an extra level of service including obtaining pre-requisite items prior to pick-up, an audit of which can be conducted in the chauffeur app.

## Total Integration

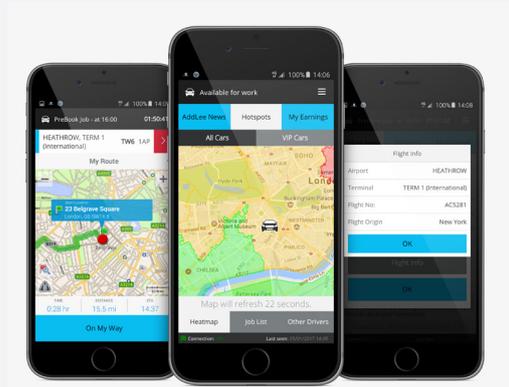
Integration to existing back-end infrastructure including the AL booking, allocation and consumer application systems was key to the success of this project. Passenger jobs require two-way integration between the mobile solution and relevant back-end systems to take a passenger, receive their details, share vehicle location and estimated arrival times in order to provide a quality service and customer experience for users.

Integration with AL's driver sat nav system Co-Pilot was another technical requirement in this project, with every user in the AL fleet requiring built-in app access to Co-Pilot every day for a variety of situations.

## The Results

Since the launch of their partnership with CommonTime, AL have been able to drive productivity across the business and have achieved significant efficiency gains. Overall driver down-time has reduced dramatically and expenditure on legacy device usage and maintenance is no longer required, providing an immediate cost saving across the business.

Greater efficiency gains are planned in future too, with upcoming plans to create 'to-the-minute' driver ETA updates for Tri-Star clientele, and full language support for international overseas driver deployments in Boston and Paris through 2017.



*"Addison Lee brought the first consumer smartphone app to market in 2009 and this rollout demonstrates our continuing commitment to using cutting edge technology to provide the very best service."* Catherine Faiers, Chief Operating Officer at Addison Lee

## Get in touch

We'd love to hear from you. If you'd like to discuss your mobility needs, would like a quote or just need some friendly advice, why not give our Sales Team a call?

For more information about CommonTime and Addison Lee please visit our website [www.commontime.com](http://www.commontime.com)

Email [sales@commontime.com](mailto:sales@commontime.com)

Tel (UK): 0845 009 0028

Tel (USA): 866 706 0609

[www.commontime.com](http://www.commontime.com)