



CONNECT 2 SOCIAL

For taxis

1 How can Connect2Social WiFi work for taxis?

John is visiting London on a business trip and needs to take a taxi from his hotel to a meeting. As there is free WiFi available in the cab, the driver already knows which routes are less congested and John's journey time will be reduced. In the meantime, John can log in and catch up on his notes before the meeting, before tweeting to say how much he is looking forward to it. He also receives a personalised message about an upcoming West End show whilst he's in town and a discount on his return journey if he books in advance. When he reaches his destination, John is pleased to find that he can easily pay by card or mobile, which is very convenient.

2 What is Connect2Social WiFi?

- Secure, legal, family friendly, in store WiFi software
- Works with leading WiFi manufacturers
- Works with existing internet connectivity
- Cloud-based platform, geographically scalable
- Easy social or form based login with subsequent automatic reconnect

3 What does Connect2Social WiFi do?

- Allows login via social networks or a short form
- Expands your social network presence quickly with Likes and Follows
- Captures customer data, including opted-in email addresses
- Provides family friendly content filtering, so you can rest easy
- Provides a branded service, including login page and landing page/s
- Hierarchical management and reporting from head office down to individual locations

Right: Connect2Social WiFi branded splash pages for both full sized browsers, tablets and mobile devices





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How can taxis use WiFi?

Maps and tracking - Taxi drivers often rely on maps to find a destination, particularly if they're new or going to an unfamiliar area. WiFi allows accurate location and tracking technology to be used. It can send alerts to drivers with traffic updates, allowing them to choose another route if necessary.

Connectivity on the go - Being on the move doesn't mean you have to be out of touch. By using free WiFi in their taxi, passengers can catch up with emails, check their social media accounts or enjoy browsing without worrying about data charges.

Allocating taxis effectively - Using presence analytics and location based services, you can see how many passengers are using a taxi service at any one time - and exactly where they are. Taxi companies can effectively allocate enough cars to busy areas, reducing waiting times.

'Taxi buddy' app - It's possible to develop an app which allows people to find a "taxi buddy". The app connects passengers in the same location, and whose destinations are along the same route, allowing them to share the fare. It would reduce the impact of taxi journeys on the environment.

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How can taxis monetise WiFi?

Sponsorship - Sponsorship opportunities can be offered to businesses using location based services. A customer in London's West End might see a splash page with adverts for a show. The theatre pays for the advertising and reaches a highly targeted audience; the taxi driver could earn commission.

Services for customers via social media - Social login means that taxi companies can keep in touch with customers, sending updates on services and offers. Taxi companies could challenge black cabs, offering a tool to help customers to look up the time it would take to get a cheaper mini cab right now.

Card/ mobile payment - A secure WiFi connection enables taxi drivers to accept card or mobile payments. Taxis could have an app which securely stores customer card details, enabling remote payment without even getting out their wallet. They would automatically get an e-receipt.

Personalised offers - Taxi companies can use WiFi to send offers to loyal customers. They may get discounts on journey fares, or single fares over the festive season. Location based services allow us to send personalised offers when a customer is in a specific area, so they may get an offer for a local bar, restaurant or tourist attraction. You could also point customers to these places using a wayfinding app.

Like to know more?

Please contact us at sales@connect2social.com
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