



**CORDIC**  
MOBILE DATA

## iPhone Booker App - Generate New Business and Improve Customer Loyalty

### Join the App Revolution!

The Smartphone App Market has seen a boom since its arrival in 2008 with Apple's App Store. Hundreds of apps are being downloaded every second and an app is pretty much available for most things. Why not consider your very own personalised iPhone App\* to give your taxi company an increased presence over your competitors.

Using the iPhone Booker App your customer can:

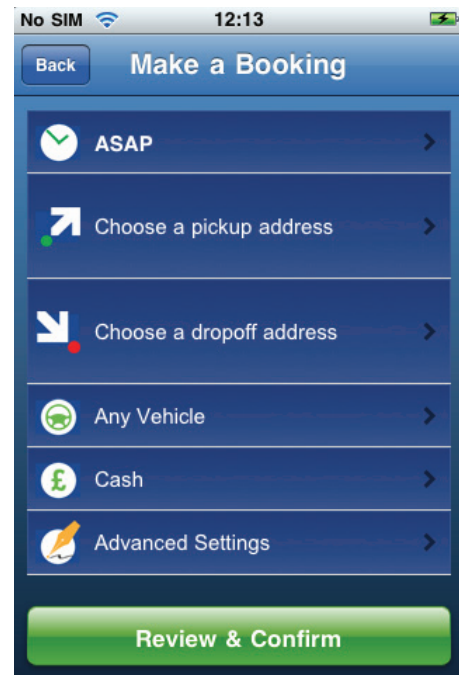
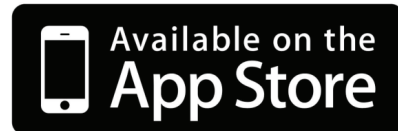
- Get a Quotation for their journey
- Make a booking
- Check its status
- Cancel a booking
- Track the vehicle on a map
- Manage their previous bookings
- Manage their favourite addresses

The new iPhone Booker is fully integrated with Cordic's Booking & Despatch System, jobs go straight into the system and can be dispatched automatically.

This not only saves valuable time but also leaves operators free to take bookings over the phone.

With just a few taps on their iPhone, passengers can book a taxi. They can also track the progress of their car in real-time on a map. Once the booking is confirmed and when the car arrives to pick them up, the passengers receive an automatic text message.

\* This is also available for the iPad

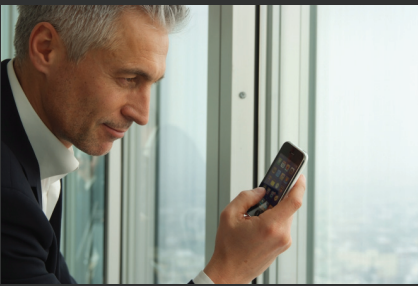


Book your vehicle

iPhone Booker App

The Best  
Despatch System





## Social Media Marketing

Using Cordic's iPhone Booker App, you can instantly create a new social media presence. With most town and city revellers using the latest smartphone technology why not make the ease of booking a cab that one step smarter.

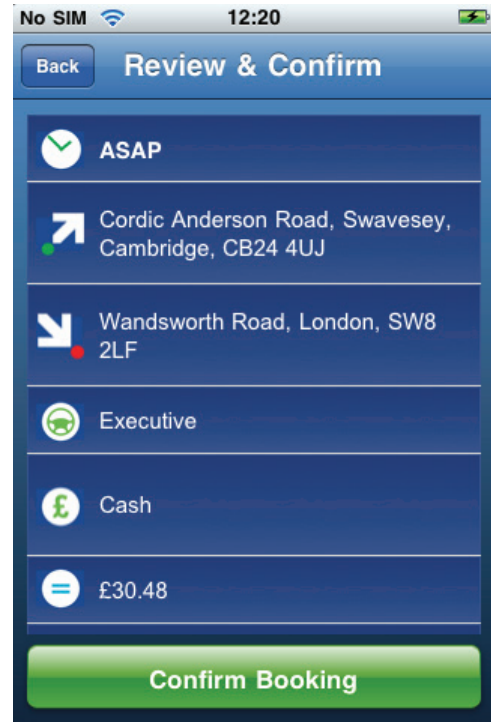
- Create a Facebook page for your business and promote your own branded Cordic iPhone App to local clubs and bars
- Tweet about your App - are you the only Taxi firm with an iPhone Booker App in your area? Shout about it!
- Build up your firm's brand awareness and reputation
- Give your customers the control and satisfaction of knowing exactly where, what make, colour and registration their taxi is

## It doesn't end there!

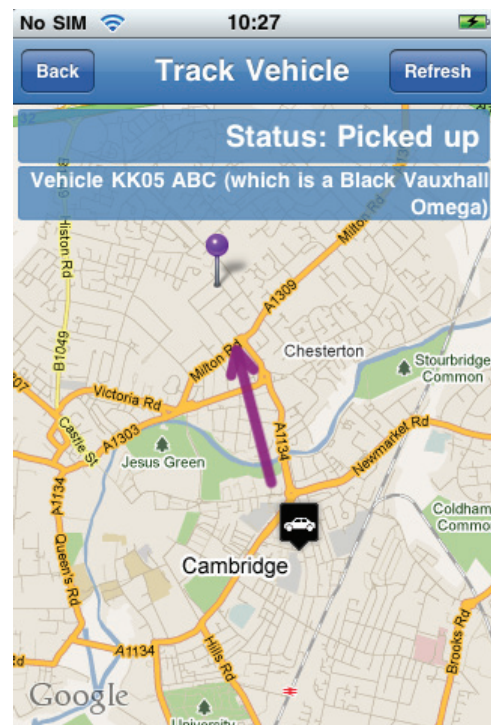
Take advantage of mobile marketing opportunities and promote your business directly to your customers with Cordic's iPhone Booker App.

- Send special offers straight to their iPhone and increase your bookings
- Send advance reminders to book for weekends and special occasions
- Raise your brand awareness and increase customer loyalty
- Cheaper than traditional advertising
- No Marketing expertise? We are able to offer you a range of Marketing advice to help get you started and ongoing support should you require it

**Try a Demo of iPhone Booker at**  
**[www.cordic.com](http://www.cordic.com)**  
**or Search "Cordic Cabbage Cars"**  
**in the App Store**



All booking details are shown for reviewing prior to confirming the booking



Passenger can track the progress of their vehicle in real-time on a map

# Social Media Marketing



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