

Chip, PIN & Go with CabCard when riding with A2B Radio Cars



With over 400 private hire vehicles - including cars and mini buses - operating around Birmingham International Airport, Birmingham city centre and Solihull, A2B is one of the largest Private Hire Vehicle companies in the Midlands. The company has been operating since 1991 and six

months ago Director Mark Skermer decided to look into the advantages of taking card payments via Chip and PIN in each of his vehicles, "We were taking card payments over the phone but this was creating chargeback issues, with Chip and PIN there are no chargebacks. CabCard's payment service has not only ensured guaranteed payments, it also enhances our professional image and saves time - benefiting both drivers and passengers."

The taxi trade has traditionally been run on cash, but with today's traveller it is no longer certain that passengers have cash in their pockets; the UK Cards Association says that 94% of the adult population now holds a debit or credit card. Plastic is becoming as ubiquitous as cash, with an increasing demand particularly from business travellers preferring to use their corporate cards over cash, and therefore avoiding the hassle of claiming back money on expenses. Mark is of the same opinion, "Having the card terminals in the taxi has increased our flexibility and given us a competitive edge, proven by increased business, taking on two new business accounts just three months into starting with CabCard."

Card payments have improved passenger convenience and CabCard have removed the entire card administration process and associated costs from A2B. Drivers can save time by eliminating detours to cash machines and also avoid having large amounts of cash on them.

Additionally, a new recurring revenue stream is provided to fleet owners by CabCard from every card transaction. It means that the likes of A2B, fleets can actively share revenues earned from the increase of card-paid fares.

The directors of A2B speak positively of their experience with CabCard, "Setting up with CabCard was a professional and simple process. The CabCard team has been excellent, from introduction to driver training and the ongoing efficient customer support. We are looking forward to the new and exciting ongoing schemes and initiatives CabCard have to offer and we are keen to put these into operation."

Whether your firm is a large or small fleet operator call CabCard on **0845 491 8410**, or go to **www.paycabs.com** and find out more about the unique, fast and affordable 'Chip, Pin & Go' service your business and customers deserve.



Attention Fleet Owners

CabCard deliver a complete Chip & PIN card payment solution



- ✓ Introduce a new and recurring revenue stream for your company
- ✓ Address the increasing customer demand to pay by card
- ✓ A safe and secure card payment method for you and your customers
- ✓ PIN verified - no charge backs
- ✓ Passenger pays card processing fee - full fare paid to driver
- ✓ Driver receives fares and gratuities direct to their own bank account every week
- ✓ All administration provided by CabCard - reduce your costs
- ✓ Telephone support for technical and user queries provided by CabCard
- ✓ Transport for London PCO approved
- ✓ Tried and tested by fleets throughout the UK



- No merchant account required
- Fully Payment Card Industry compliant



Contact CabCard
0845 491 8410
www.paycabs.com

