

ONboard

The official CabCard newsletter

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The word on the Street

All smiles on The Rank at Birmingham Airport



At Birmingham International Airport every black cab on the rank is able to accept credit and debit cards and is equipped with a mobile terminal to take **Chip & PIN** card payments, but with the bad weather chins were down and good fares hard to pick up.

When CabCard Services management team came to hear of this they quickly swung into action with a plan to lift the spirits of the down at heart drivers.

John Trippaldella, CabCard's taxi co-ordinator explained, "99% of all drivers at the airport use our system, so we organised a simple 2 day scheme to encourage them to take a few additional payments by card. By meeting certain criteria they could earn themselves a free Barrier ticket. In addition any driver who simply took a card payment on either of the days was entered into a draw and we had a further five barrier tickets as prizes".

John added "The lads really entered into the spirit of the promotion. It perked them up and we generated more card business. It really took some of the chill out of the 2 days we operated the scheme and essentially we also had a bit of fun".

Cabcard goes Euro

We are delighted to work with NRC to launch the only Chip & PIN service in the cab trade in Dublin. NRC are a very progressive group

who have spotted the advantage this service can offer to its 1000+ drivers. They are now about to embark on a substantial radio and magazine campaign to help increase awareness of the service to their customers and support their drivers.

The NRC drivers are always great guys to deal with and the CabCard Telephone team look forward to plenty more Craic with them as we move forward.

Scottish drivers and their customers think it's great

The largest black cab fleet in Edinburgh, Central Taxis, have teamed up with CabCard and are now enjoying the benefits of the **Chip & PIN** payment system plus a bespoke non-payment add-on service which can be applied via the terminal to assist with administration of account work.

Central driver **Douglas Brown** had this to say about the service. "I think it's great, a very forward thing for the taxi trade. People want to use their cards. I've had customers coming up to me on the rank and I get the job when others can't take cards. I feel very secure about the system. It's great for business people and the drunks on Saturday night who get in and say I've only got a fiver, but the fare is £15.00. I say have you got a card?"

It's simple and safe.

Keeping your terminal turned on

Every 28 days your terminal automatically updates its software. This usually happens in the early hours of the morning *provided the terminal is switched on*. If it is off, it will try to do the update next time you switch on.

Occasionally, if the terminal has insufficient power to complete the TMS (update) call, it will display a message "Return to Base". This refers to the charger base unit supplied with your terminal. As soon as the terminal is put on the base charger the update will restart. Only when the terminal has received the required information will a print-out state 'Report Complete, Download Config OK.'

So to ensure no disruption when you are on the road always leave your terminal switched on.

Signage

If you need more signage please visit our website, www.paycabs.com or call / email us. Remember to let us know which area you drive or the firm you operate under.

We welcome driver suggestions. Please email any ideas to suggestions@paycabs.com

Don't invite crime!

If you leave your terminal in the car it could encourage the opportune thief to break in because they think it is valuable - a mindless crime because it is worthless to them, but of great value to you.

N.B. Your CabCard cover does not allow for theft from your cab if your terminal is stolen when left on display outside of your working shift.



HELP IS AT HAND

There are 4 short video clips covering the topics

- Taking a payment by Chip & PIN
- Swipe transactions for cards without Chip & PIN
- End of Day report
- How to replace the thermal paper roll

These can all be viewed on our website [www.paycabs.com/how it works](http://www.paycabs.com/how_it_works). It's well worth a look!

Rentals Dates for 2010

If you signed up to £3.25 weekly rental rate then this is payable by direct debit every 4 weeks.

These are the dates rentals will be due for 2010.

Fri Feb 5, Fri March 5, Tues April 6, Fri April 30, Fri May 28, Fri June 25, Fri July 23, Fri August 20, Fri Sept 17, Fri Oct 15, Fri Nov 12, Fri Dec 10.

Please ensure sufficient funds are available to cover your rentals.

CabCard deliver an excellent service to you - with all these extras at NO cost

- Replacement signage - no charge
- No transaction fee charges
- Help with promoting the service in your area - no charge
- Free Receipt Card Packs

Enjoy the benefits - and the extra revenue. All you need to do is ask on 0845 491 8410.

STATEMENTS

In forthcoming months we would like to be able to email statements to drivers. Please let us have your up to date email address asap. In the meantime you will receive a statement by post every 8 weeks.

CabCard care for their customers

At CabCard we believe that customer service is paramount to our success. So our staff go out of their way to deal with drivers' enquiries efficiently and speedily to ensure that you are always happy with our service.

For all general enquiries including driver accounts and card processing queries:

(Monday to Friday, 9am-5.30pm)

Telephone: 0845 491 8410

Fax: 0845 491 8411

Email: service@paycabs.com

For terminal equipment - faults, network difficulties and any hardware queries:

(Monday to Saturday, 8am-11pm, Sunday, 10am-5pm,

Bank Holidays, 10am-4pm)

Help Desk: 0844 257 0115

If you need to write to us:

CabCard Services, Marquis House, Isle of Man Business Park, Douglas, IOM IM2 2QZ

Registered office:

CabCard Services (UK) Ltd, Carpenter Court, 1 Maple Road, Bramhall, Stockport, Cheshire SK7 2DH



Get on board today, call **0845 491 8410** or text 'CAB' to 84070 or visit us on www.paycabs.com