

ONboard

The official CabCard newsletter

ISSUE 01

Winter 2008

Beat the Credit Crunch and be ready for the party season - with plastic

Everyone's looking for ways to beat the Credit Crunch and cabbies 'in the know' are getting a CabCard Chip and PIN terminal, so they can accept credit and debit cards.

This festive season promises to produce more passengers asking to pay by plastic to get home from the office party.

In any event, cabbies with the CabCard system pick up more jobs - particularly corporate ones - simply because they can take customers who want to pay using plastic. And those jobs are more likely to be longer and with higher fares.

One of our cabbies in Liverpool was eighth in line at a rank when he got the fare because his passenger (a drunken Norwegian, who slept all the way!) wanted to pay by card. He received payment before taking him to Heathrow, a fare worth £360 - tasty!

Carry less cash, stay safer

Another big advantage with CabCard is you carry less cash. Cabbies working later into the night are known to be more at risk and the less cash you have in the cab, the safer you'll be.

Dragon takes a cab!

The economic downturn could even be good news for cabbies if more people follow the lead of entrepreneur Duncan Bannatyne of Dragons' Den fame, who was once a cabbie himself.

He's got rid of his car in London because of rising fuel prices and now takes the tube or taxis instead. Being a canny Scotsman he says that now he's only paying for the journeys he needs.

The CabCard Service delivers:

Small mobile terminal

- Fast Chip and PIN transactions.
- No wiring or installation.
- Easy to use.

Clear, low costs

- Just £25 annual air time, then £3.25 per week rental including insurance and VAT.
- No hidden or extra charges.
- All costs tax deductible.
- Your money paid weekly into your business or personal bank or building society account.



No deductions

- Passenger pays low 10% service charge - not you.
- 100% of fares and tips paid by card go direct to you.

You earn commission

- Driver commission paid weekly from all transactions.
- No merchant account needed, no bank commission charges.

London PCO approved, safe for you and your customers

- London PCO approved signage supplied.
- UK Bank accredited payment system. Chip & PIN equipment for all VISA, Maestro, MasterCard & Amex cards.

Terminal Tips



Power Up - Charge

Get into the habit of taking your terminal out of the cab at the end of your shift and place it immediately on the mains charger so it is always fully charged for the next shift. Don't rely on the 'in-car' charger which produces only a 'trickle' charge and should be used for emergency top-up only. (Remember in London the PCO say in-car chargers shouldn't be used.)

Do end of day Banking Report

Do this at the end of your shift providing you have completed transactions that day. This will confirm your totals and connects your terminal to the bank. You get a printed summary sheet to check individual receipts against.

The mystery of the swipe slot

A 'SWIPE' is only necessary occasionally when you are given a foreign card that is not Chip & PIN enabled.

However, you must always INSERT the card into the front reader slot first, even if you know the card does not have a Chip. The screen will then guide you to the next step telling you to 'SWIPE CARD' (it may ask you to INSERT/SWIPE again, but after 3rd

time will revert to SWIPE). At this point you can remove the card and swipe through the slot shown below (the magnetic strip on the card faces DOWN and IN towards the terminal screen). Swipe in one motion and if you get a message saying BAD SWIPE then simply try again.

Swipe Card Slot



Front Reader Slot

You input the sale / fare and the terminal adds on the service charge. It then PRINTS off a receipt for the passenger to sign. Tear this off and hand it to him. He is also prompted to add a tip. If the terminal has gone into 'power-save' mode then simply touch any key to bring it back live.

The terminal asks you to check if the signature is OK. If OK press YES (F4) and you will then be asked to enter the final amount. (This is the value of the fare PLUS any tip you have been given). Press OK. Only then does the terminal connect to the Banking System.



Top Tip. KEEP THE QUICK START GUIDE IN THE CAB FOR EASY REFERENCE.

Spot the deliberate mistake

Some of you may still be mystified as to how to turn off your terminal. Apologies this info was omitted from the Welcome on Board User Manual. To turn off the terminal, press the DOT button (which is left of the green OK button) and also press the yellow ARROW button down together.

This switches off the terminal. It will switch on again when you put it on mains charge. We recommend that you keep your terminal switched on all the time as this improves transaction times and you may receive software updates sent automatically from our systems.

Do you need:

To order till rolls?
See Website or call us for details.

To refresh your signage?
If your signage is looking tatty we will be pleased to send you a new set free of charge. Just let us know.

Have you mislaid your Quick User Guide?
Let us know, we will be happy to send you another.



Spread the word - Earn a packet!

Are you a driver already using our system? And would you be interested in telling other drivers about its benefits? If so, spread the word and we'll pay you £10 as a 'Thank You' for every driver you recommend who signs up to CabCard.

There's no limit to the number of drivers you can recommend - or how much you can earn. So don't keep the good news about our service to yourself. Get out there and earn a few extra quid. Your mates will thank you for it. And once they have signed up they can also earn extra money by recommending their mates!

What the drivers think about CabCard

'It's brilliant. Despite how many stickers there are on the cab, people still say do you take cards, can you believe that! It's very good, very quick, that's what I like.'

Stuart Cohen

'In my experience corporate cards cannot be used to get cash, only in transactions. I was missing out on good jobs and when you go out of town, if they can use cards you feel a bit safer. You worry less if they've got a credit card.'

Richard Darke

'It has done me some favours at times. A lot of people want it these days, especially if they are coming in from the US using cards.'

Wayne Sumner

'It's nice and easy. I've been using it since March. It has increased my takings. If people ask for it, I'm not embarrassed and can take cards.'

Waseem Riaz

'It's very good. There are other systems that do not charge anything, but with others you have got to ring them up and give them the details. This is better. It is normal for business people to pay by cards and normal public to pay by cash.'

Gurmail Singh

'I'm happy about the system. I mostly work at the airport, business people and mainly holiday makers. People say we've got to stop at the cash point, and I say no we don't because I've got CabCard ... taking cards is an extra string to your bow.'

Bob Hewitt

'I find it brilliant ... I've got all the stickers on my cab. I work at Birmingham airport, people come up to me and they say: "I want to pay by card". Most of them are business cards ... it's safer when you have less cash, especially if you're working nights.'

Mohinder Bassra

If you have anything to say we would love to hear from you! Call 0845 491 8410 or visit us on www.paycabs.com

To earn more money

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October competition results

Did you know we're running regular competitions to reward the drivers who do the most business using CabCard?

There was stiff competition between the top 5 drivers for the driver with the highest number of transactions.

However, congratulations to Mr Alex T from London.

The driver with the highest cumulative take by cards was also close but the eventual winner was Mr Ansar M from Birmingham.

Both drivers won £100. Remember, keep asking for card payments and next time YOU could be the CabCard Winner!



Name the celebrity

Why not get together over a cuppa and work out who's in the back of the cab? The answer will appear in the next edition.

Our promise to you

- You'll receive a friendly service and personal attention.
- We'll ensure that all fares, gratuities and commissions are paid directly into your personal account EVERY WEEK.



- You'll get a fast and efficient service with no need to set up costly business or merchant accounts.
- The service is fully Transport for London Public Carriage Office (PCO) approved and you'll be supplied with eye-catching signage, which will tell fares that they can use their cards in your cab.

"A lady in my cab asked if I'd take her home, I say: "I'd love to, but my wife would kill me!"

Meet the recruitment team

We thought you'd like to put a face to the name when you call us, so here they are!



Sharon

Registered office:
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If you need to write to us:
CabCard Services, Sefton House, Bayview Road, Port St Mary IM9 5LW



Tracy

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 queries:

(Monday to Saturday, 8am-11pm, Sunday, 10am-5pm, Bank Holidays, 10am-4pm)

Help Desk: 0844 257 0115



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