

Chip, PIN & Go with CabCard and Central Taxis Shrewsbury



With over 300 vehicles and more than 40,000 bookings a week – in the Telford, Shrewsbury and surrounding areas –

Central Taxis are the largest private hire company in Shropshire. Starting with just a few cars and an ambition, Central Taxis has become the leading taxi service. Central taxis are recognised for providing a quality service, “we are driven to ensure that any passenger would get a service second to none in any one of our vehicles, so we decided to look into the advantages of taking card payments via Chip and PIN in our vehicles, to uphold a service with a ‘special touch’ for our passengers.”

Card payments have improved passenger convenience and CabCard have removed the entire card administration process and associated costs from Central Taxis. Drivers can save time by eliminating detours to cash machines and also avoid having large amounts of cash on them. Several of the drivers at Central Taxis commented, “it was a brilliant surprise how fast, efficient and reliable the card transaction process is with the CabCard terminal.”

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

The director of Central Taxis speaks positively of his experience with CabCard, “I have had no complaints working with CabCard and have been happy with their pro-active approach, initiatives and support. Even after the first few transactions, I was confident that the Chip & PIN terminals were going to be a success; it’s a brilliant concept that has been greatly received by the drivers and passengers. I look forward to expanding with CabCard and equipping many more of my drivers to offer this excellent card payment processing.”

Whether your firm is a large or small fleet operator call CabCard on 0845 491 8410, or go to www.paycabs.com

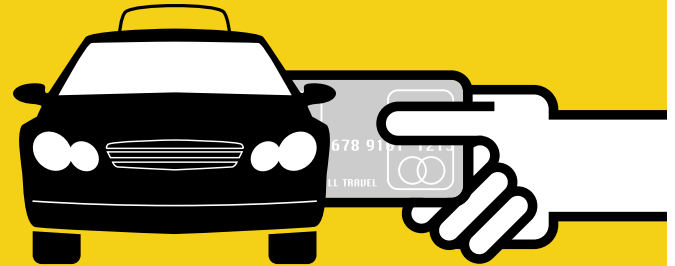


and find out more about the unique, fast and affordable ‘Chip, Pin & Go’ service your business and customers deserve.



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

