

# Get there with CabCard



Radio Taxis (Southampton) Ltd, established in 1972, has become the largest fleet operator in Southampton and the surrounding area - with 231 hackney carriages and private hire vehicles, 350 drivers, and a first class service operating 24/7 every day of the year.

The company continues to invest heavily in its workforce and its operations, and has the most up to date systems and services.

Radio Taxis (Southampton) Ltd recognised the need to be able to offer customers a safe and secure way to pay for their journeys by credit and debit card. CabCard was the obvious choice, as they deliver a UK bank accredited card payment service, which has been developed as a full solution for the licensed taxi industry. CabCard provide everything necessary for fleet operators to take Chip & PIN card payments in their vehicles.

With this sophisticated payment platform, Radio Taxis (Southampton) Ltd have increased customer retention, attracted brand new clients - and in the process generated more business for their drivers - at the same time potentially generating a substantial and recurring revenue stream for the company.

The fleet no longer has any worries about credit card chargebacks and fraudulent transactions, as driver and cardholder issues are managed by CabCard. Since transactions are done face-to-face using Chip and PIN terminals within the vehicle, payments are 100% guaranteed. The fleet also has no concerns about the latest issues surrounding PCI regulations and any threat of future fines, with CabCard ensuring compliance.

Graham Wilkins, Managing Director, commented: "CabCard provided us with a painless service by managing all the administration, card payments from passengers' credit or debit cards and settling drivers' fares and tips into their bank accounts each week - which ultimately saved us time and money."

Radio Taxis (Southampton) Ltd have been able to increase business by attracting passengers wishing to exclusively use taxi operators accepting payment by card - business travellers, tourists, students, hotel guests and city visitors alike.

CabCard also provide promotional vehicle signage. The latest addition is a removable promotional headrest cover, reinforcing the message that passengers can pay by card in the vehicle.

Whether your fleet is large or small, your customers will appreciate a safe, secure and convenient way to pay for their fares by card. And at the same time your firm can benefit from a revenue share scheme derived on a recurring basis from every card transaction.

Call **0845 491 8410** or go to **www.paycabs.com** for more information.



## 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
- ✓ Safe and secure Chip & PIN card payments
- ✓ 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
- ✓ Tried and tested by fleets throughout the UK

- No merchant account required
- Fully Payment Card Industry compliant



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