CabCard and Rainbow City Taxis Aberdeen

RAINBOW CITY TAXIS

Established in 1984, Rainbow City Taxis is one of the largest taxi fleets in Scotland. Their business approach is one of the most technically advanced in the taxi industry, using the latest data despatch, GPS satellite car location and fully integrated digital telephone call handling systems.
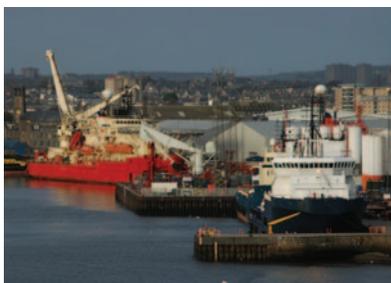
At Rainbow, customer care is a top priority. As Managing Director Russell McLeod confirmed, "We continuously strive to improve the quality of our service so when we were looking for a firm to provide us with a card payment facility, we knew we needed to find a company with first-class credentials. CabCard seemed to fit the bill."

Last year, Rainbow made the decision to equip their entire fleet with secure card payment terminals so that every one of their drivers could have the facility to take payment by Chip & PIN. This cutting-edge type of secure PIN-verified payment technology allows the firm to eliminate the risk of financial loss through chargebacks. Not only that, since the Chip & PIN system is fully compliant with stringent PCI DSS regulations, the company doesn't face the devastating prospect of heavy fines and bank blacklisting as a result of any fraudulent transactions. Such technology stands head and shoulders above the many insecure systems used in the taxi industry (such as those which transfer card details by radio or mobile phone) and Rainbow's commitment to using Chip & PIN technology ensures security and peace of mind for their customers and for the firm itself.

Russell explained some of the company's reasons for going Chip & PIN: "We have a wide range of passengers and everyone appreciates the convenience of being able to pay by card; in particular we have a large number of workers from the oil and gas industry travelling in and out of Aberdeen. These guys expect to be able to pay by card, so we decided to invest in the CabCard Service."

"CabCard provided the mobile terminals and ensured that all the drivers were fully trained on their usage. We then set about promoting the Chip & PIN service. We used a number of media including a radio campaign which was very effective and raised a lot of interest as it alluded to Her Majesty the Queen using our service!"

"Since then we haven't looked back. The drivers really appreciate the professional service that they can now offer to their passengers, and as a company Rainbow has enjoyed a new and recurring revenue stream as a result of taking the CabCard service on board."

Whether your fleet is large or small you and your customers will benefit from the CabCard service. For further details contact CabCard on

0845 491 8410

Aberdeen dockside

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

MasterCard   Maestro   VISA   AMERICAN EXPRESS   SOLO   Chip and PIN

Contact CabCard

CabCard services

0845 491 8410
www.paycabs.com