



## Text Booking - Capture New Customers and Increase Bookings

### Do U spk txt?

Tap into the mobile generation of texters and capture a whole new set of customers. Cordic's market leading cPAQ Taxi Despatch System offers the most complete and fully integrated Text Booking package in the industry.

- Gives you a powerful automated booking feature to increase bookings without operator intervention
- Provides your customers with a convenient and low cost or no cost alternative to calling and booking via an operator
- The only system to offer text updates with real-time map location of vehicle

Booking by text couldn't be easier with Cordic's Text Booking:

- Simple registration with a 'Join' text message
- Short text messages with an address is all that is required to book a pickup
- cPAQ system automatically confirms the booking by sending a text message to your passenger and then despatches the job
- Your customers will have fun tracking their taxi on their mobile phone

Cordic's Text Booking system is highly configurable and easy to deploy:

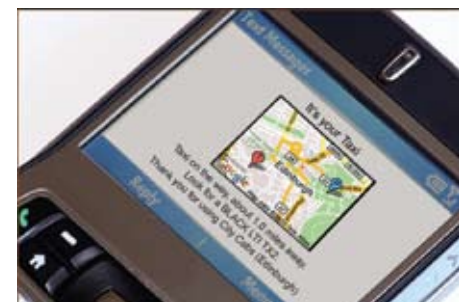
- Works seamlessly with your in-office cPAQ booking system alongside your ongoing booking activity
- Enables you to increase your bookings and revenue potential



Book your vehicle



Receive booking confirmation



Track your vehicle

Text Booking

The Best  
Despatch System





## Text Messaging

Cordic's multi-purpose Text Messaging engine allows you to communicate directly and automatically with passengers to offer a higher level of customer service.

- Passengers receive a text message automatically when the job has been accepted by a driver and when the car has arrived
- Arrival notification and vehicle description offers convenience and safety benefits
- No more waiting by the window or even outside in the rain
- Text passengers with a link to track vehicle location from their mobile phone in real-time on a map
- Reduces 'no shows'

You can also use text messages to communicate conveniently and directly with your drivers to:

- Send drivers advance notification of important job bookings
- Send reminder notifications for circuit fees, license renewals, etc

## Text Marketing

Take advantage of new mobile marketing opportunities and promote your company directly to your passengers with Cordic's Text Messaging system.

- Send special offers by text and increase bookings
- Send advance reminders to book for weekends and special occasions
- Raise your brand awareness and increase customer loyalty
- Cheaper than traditional advertising

See a Live Demo of Web Booker at  
[www.cordic.com](http://www.cordic.com)



Send text message to passenger when car arrives with vehicle details



Passenger can track the progress of their vehicle in real-time on a map

# Text Messaging and Marketing



Cordic Limited • Progress House • Rowles Way  
Swavesey • Cambridge • CB24 4UG • UK  
t: +44 (0)1954 233233 • f: +44 (0)1954 233 239  
sales@cordic.com • www.cordic.com

