

Taxi apps – opportunities and challenges

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Head Passenger Transport and Taxis

2nd UITP Taxi Conference & showcase

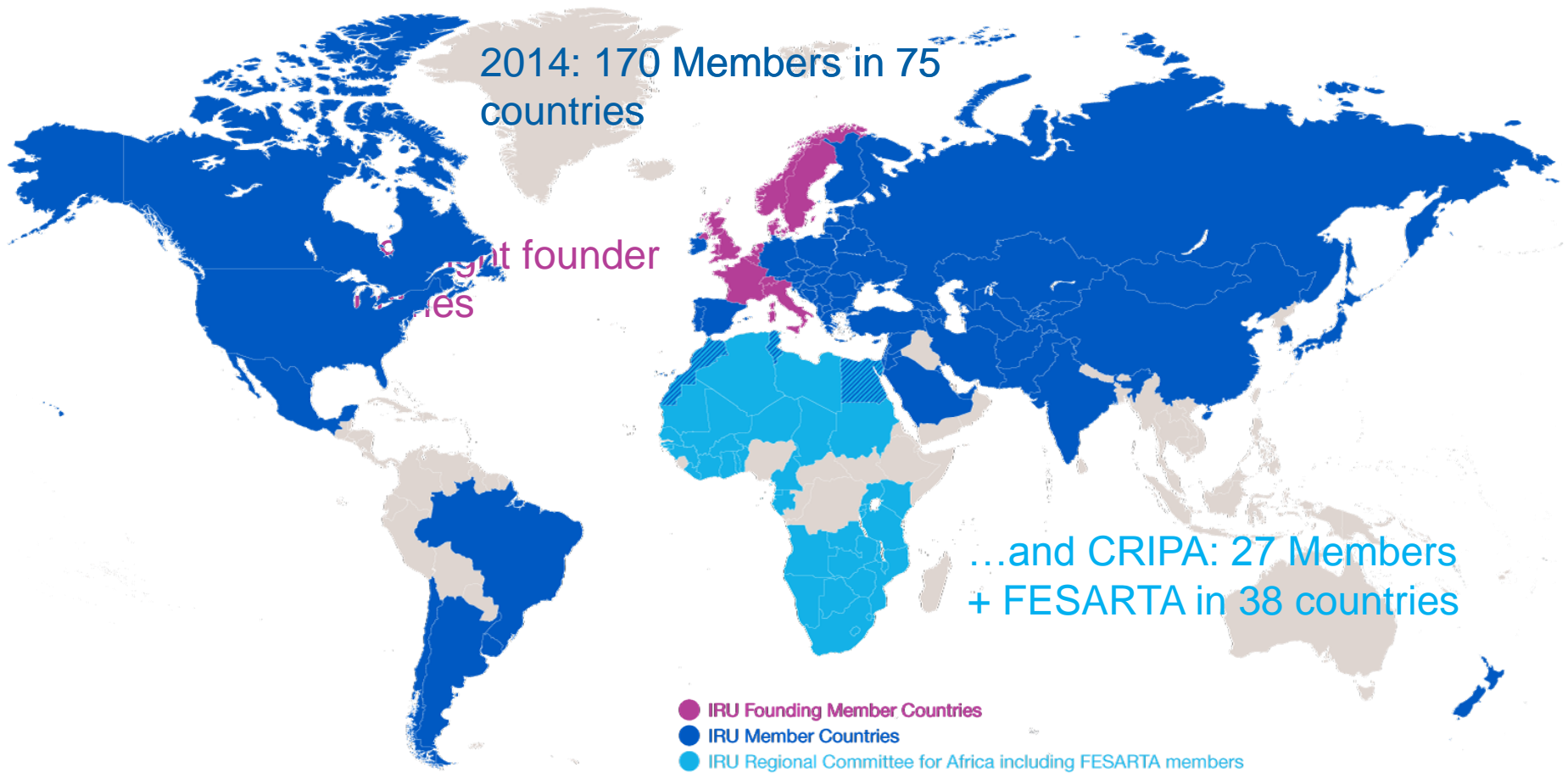
Doha, 25 November 2014



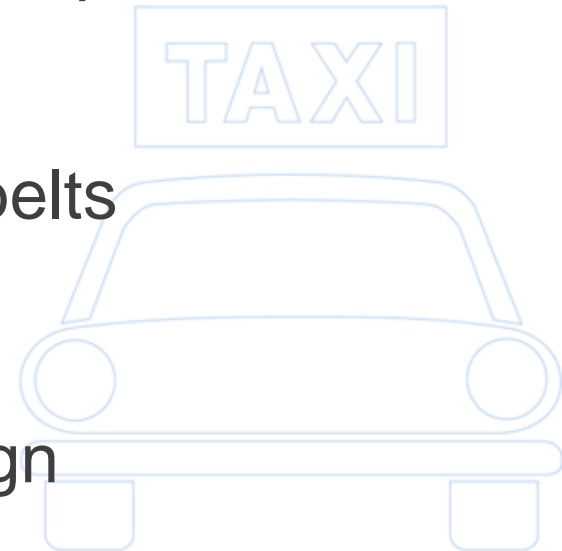
International
Road Transport Union

IRU This is the IRU





- Level playing field with self-proclaimed “ride-sharing” for reward transport platforms
- Global Taxi Service Quality Network (GTN)
- Adapted to the taxi industry access to profession rules
- Road safety and wearing of safety belts
- Driver training (Taxistars)
- “Taxi – Anytime, Anywhere” campaign



IRU Taxi – Anytime, Anywhere!

- 24/7 availability, with customised door-to-door service
- **Safe** travel with professional drivers
- **Green** today, greener tomorrow with the **comfort** and **accessibility** that customers want!





Main Issues

- Drivers not licensed
 - Amateurs drivers
 - No proper background criminal check
 - No proper training
 - Tax avoidance
- Problems with vehicle safety and inspection
- Problems with insurance and liability



Main Issues (cont'd)

- Problems for customers with disabilities, disadvantaged areas and social groups
- Problems with price setting
- Essentially commercial activity, yet payment is a suggested donation



October 01, 2014

Level playing field essential for future competitive taxi innovation

Innovation in Europe's taxi industry and recent challenges faced from so called ride-sharing apps highlighted to newly-elected MEPs, Belgian politicians and industry stakeholders by IRU, which welcomes new technologies, but stresses that fair competition and clear regulations are essential.

Brussels – Presenting innovation in Europe's taxi industry and recent challenges faced from so called ride-sharing apps to newly-elected Members of the European Parliament (MEPs) at a reception last week, the International Road Transport Union (IRU) highlighted that new technologies are indeed welcome, but stressed that fair competition and clear regulations are essential.

IRU Head of Passenger Transport, Oleg Kamberski, stated, "Customers clearly want smartphone taxi services and we welcome this innovation and use of new technology by the legitimate taxi industry. However, political leaders and decision-makers must ensure that regulations guaranteeing safety, security and high-quality taxi services for customers are respected. We welcome fair competition, but fairness should not mean allowing some market players to do as they wish, while subjecting others to strict rules at the same time."

Vice President of the European Parliament, Olli Rehn, commented, "Politicians need to make sure that the rules are clear for all. The taxi industry has the keys to its future in its pocket. On behalf of the European Parliament, let us work together for cleaner, greener, more comfortable taxi services in Europe."

The taxi industry further called for a level playing field and for all market operators to play by the same rules and raised some safety, insurance and tax avoidance concerns relating to so called ride-sharing apps, to various European political representatives, notably the newly-appointed Brussels Capital Region Minister for Transport, Pascal Smet.

Mr Smet said, "We must ensure that vehicles are insured, technically safe, that the driver is physically and mentally fit and that customers do not pay too much. This has resulted in 'big' regulation. I would like to reduce regulation and still meet the same objectives. I'm in favour of car-sharing, but under certain conditions. It should not compete with traditional taxis."

The Taxi Driver's Checklist

Professionally developed and tested, the checklist is a tool for taxi drivers to assess their own performance in the mobility chain. However, any accident or incident involving a taxi, regardless of who is to blame, can have a negative impact on the image of your profession. Your consistent efforts help to ensure your safety and that of your passengers, and other road users.

ADD YOU PREPARED

Check your vehicle and your driving skills before you start your journey. Make sure you are ready to handle any situation that may arise.

AND IS EVERYTHING ELSE READY?

Check your documents and your vehicle's condition before you start your journey. Make sure you are ready to handle any situation that may arise.



IRU Taxi Accessibility Guidelines

IMPROVING THE QUALITY OF THE SERVICE BY MAKING TAXIS MORE ACCESSIBLE FOR PERSONS WITH DISABILITIES AND PERSONS WITH REDUCED MOBILITY



GENERAL RECOMMENDATIONS

Identifying a customer's disability does not tell you everything about that person's abilities. Customers with the same disability often need different types of assistance in order to travel independently.

Ask directly what kind of assistance the passenger might need. Asking shows courtesy and respect for the customer's needs and abilities.

Act only according to the passenger's wishes. Courtesy assistance may cause severe pain and could do more harm than good.

A calm and friendly attitude will make the situation easier. Pay attention to your own posture and movements. If you are asked to repeat or rephrase what you've said, do so calmly and patiently. If the passenger has difficulties or moves slowly, be patient and do not make him/her feel uncomfortable about minor mistakes.

Once inside the vehicle, you should offer to help the customer with the seat belt, and should not get off until the passenger is seated and secured.

During the journey, avoid all sudden movements or stops. Careful driving and politeness creates confidence among passengers and also among other drivers on the road.



Read more in the IRU Taxi Accessibility Guidelines on www.iru.org/index/en_accessibility

TAXI ACCESSIBILITY CHECKLIST

IMPROVING THE QUALITY OF SERVICES TO PERSONS WITH DISABILITIES AND/OR REDUCED MOBILITY



Recommendations to taxi drivers to help improve the quality of service offered to their customers and, in particular, to customers with disabilities and/or with reduced mobility.



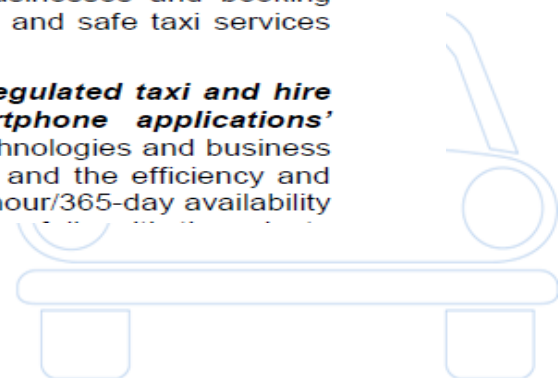


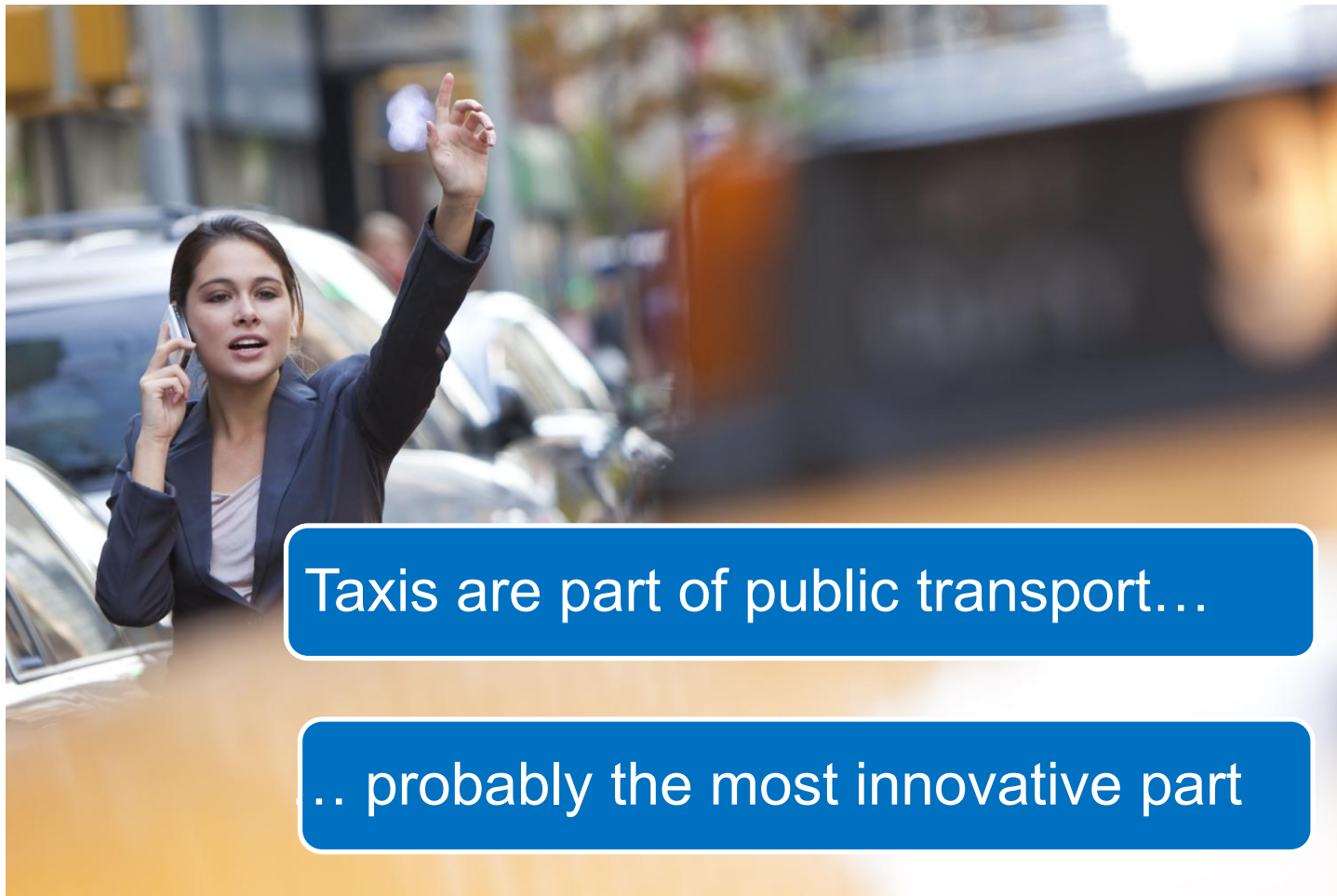
Taxis - for a level playing field

to support innovation and ensure quality of service to customers and competitiveness of the public transport chain anytime, anywhere

European Taxis and Hire Cars with Driver Trade Associations, Members of the IRU,

- ***Committed to support the organised taxi industry's efforts to constantly improve the quality***, attractiveness, safety, environment-friendliness and accessibility of its services, including by further increasing the professionalism of its managers and drivers, and by intensifying the exchange of best practices among all taxi professionals in order to benefit customers across Europe;
- ***Sharing the common objective to promote high quality and safe services to customers by making use of the latest technology related to smartphone applications for taxi, in full compliance with the regulatory framework***, including by launching a Global Taxi Service Quality Network, with the objective to provide citizens, businesses and booking platforms with a one-stop shop solution to help them ordering legal and safe taxi services anytime, anywhere in the world;
- ***Emphasising the sheer fact that over recent years it was the regulated taxi and hire cars with driver business which has been leading smartphone applications' implementation***, by pioneering the implementation of new digital technologies and business models, thus contributing to seamless citizens door-to-door mobility and the efficiency and competitiveness of the public mobility chain in Europe, offering a 24-hour/365-day availability





Taxis are part of public transport...

.. probably the most innovative part

A grayscale photograph of a classical building with a series of columns and a wide set of steps leading up to them. The perspective is from a low angle, looking up the steps.

Rules exist for a reason and must be obeyed by all

Rules and Court decisions must be enforced



In Europe – European Commission must give a clear signal – adapted access to profession rules

The Global Taxi Service Quality Network (GTN)



A network of taxi industry federations and taxi apps. Partners certified by the federations as meeting a list of pre-defined GTN quality criteria

Members

Taxi trade associations

Partners

Taxi smartphone app providers



Réseau mondial de taxis

Partout ! A toute heure !

Vous avez une application taxi ?
Rejoignez notre réseau mondial
d'itinérance et notre label qualité !

What is the GTN objective?

To promote
the
organised
taxi industry
leadership...

... in
ensuring
high quality
and safe
services to
customers...

... by
making use
of modern
technology
(apps)...

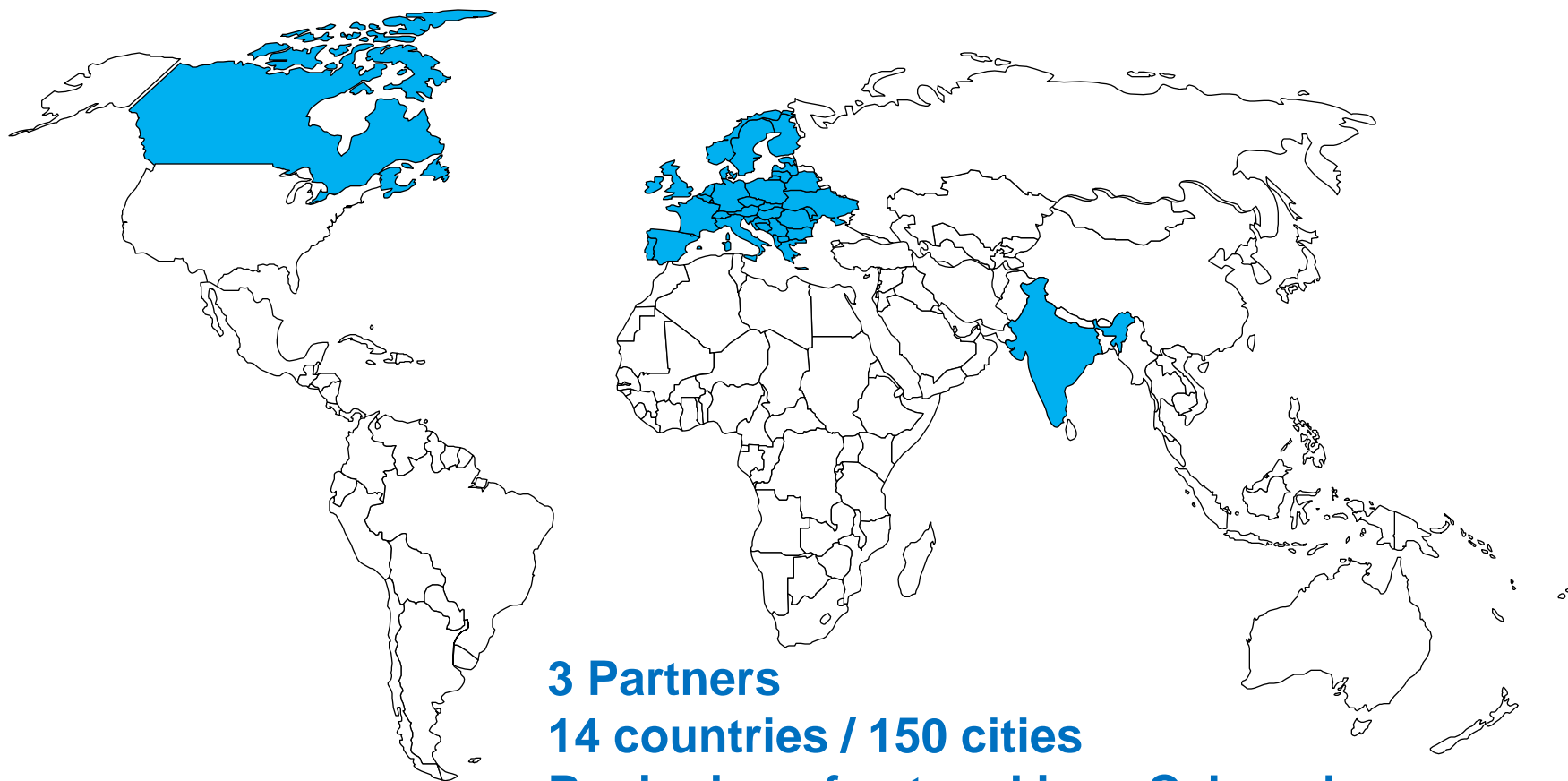
...in full
respect of
the
regulatory
framework

**Global
roaming area
where
customers
use their local
taxi app
anytime &
anywhere in
the world**

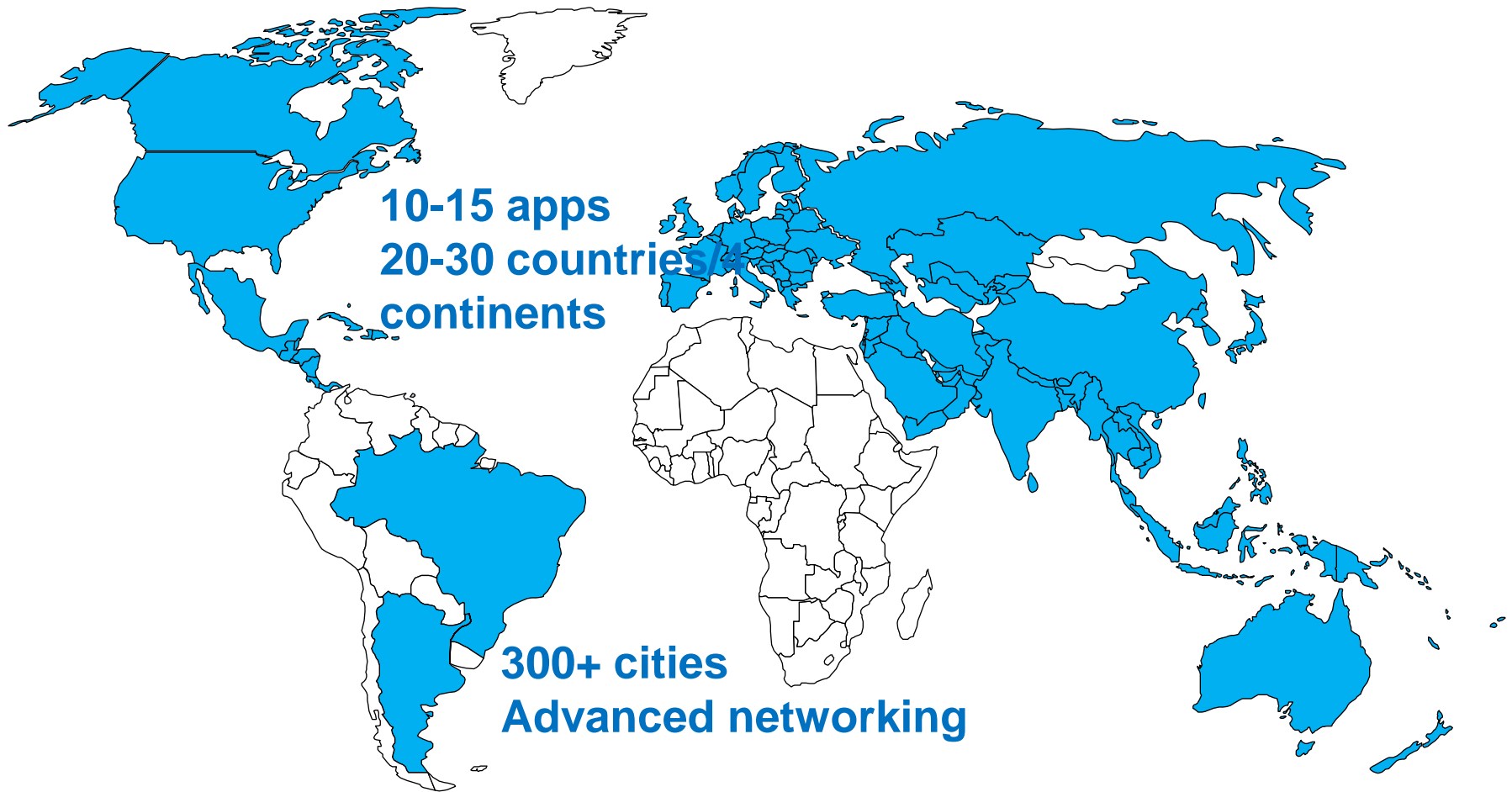
Any taxi smartphone application service provider is entitled to apply to become a GTN Partner.

To be eligible, the app must meet a pre-defined set of GTN service quality conditions, and the service provider must sign the GTN's Service Quality Commitment Charter

IRU Where are we today?



3 Partners
14 countries / 150 cities
Beginning of networking eCab and
Taxi.eu





IRU Academy: Worldwide Excellence in Road Transport Training

International Network of IRU Academy Accredited Training Institutes (ATIs)

IRU Academy Advisory Committee



World Bank



United Nations Economic
Commission for Europe



- Driver's well-being
- Ergonomics
- Getting too comfortable (\cong defensive driving)
- Emergency case management
- Personal safety
- Service orientation and social interaction
- Conflict management and dealing with problematic passengers
- Eco-driving



IRU Taxi – Anytime, Anywhere!



