RELIABLE ROUTING

GUIDANCE

"We've opted for the PTV xServer components in order to guarantee 7 million taxi rides per year. The PTV xServers are reliable, tried and tested and updated on a regular basis."

Patrick DEL VECCHIO, CIO at Taxis Bleus

LES TAXIS BLEUS

ABOUT LES TAXIS BLEUS

The company Les Taxis Bleus establishes contact between its customers, namely passengers and taxi drivers. Daily, nearly 100 people at the dispatch centre are responsible for providing contact between passengers and drivers 24 / 7. The business activity in Paris and vicinity is strong:

- 15,000 – 20,000 calls per day with peak times in the morning and evening;
- 7 million taxi rides per year
- 13 million passengers per year

In the 90s, Les Taxis Bleus developed their own map software that calculated the travel time from the taxi location to the customer's address. The system, however, requires a lot of maintenance since it needs to be continuously adapted to the changing traffic situation.

THE TASK

Today's objective is to simplify and optimise customer contact between passengers and drivers. The dispatch centre needs software with a real-time map and functions with increasing performance, especially in terms of processing time.

THE SOLUTION

After checking the map solutions available on the market, Les Taxis Bleus opted for PTV and its PTV xServers.

"The basic software provides a turnkey solution to which we can add various components, creating our own individual solution. Moreover, the tools are reliable, tried and tested and updated regularly. That`s a guarantor for quality and continuity", says Patrick DEL VECCHIO, CIO of Taxis Bleus.

Our starting point is the geocoding of customer addresses. Every address entered needs to be validated. Once it has been validated by the software, the location "X, Y" is transferred to the driver's system. The driver is then automatically guided to this address, which helps avoid mistakes.

"This is an additional service we provide for our drivers. It helps them save time when collecting their passengers and reduces address search problems." The software subsequently calculates the travel time to the customer. "Considering the number of calls and inquiries we receive, the system has to be efficient and operational at all times in order to provide reliable results in real-time." And finally, the software allows the dispatch centre to improve the taxi search, i. e. to find the taxi closest to the passenger's address.

LES TAXIS BLEUS
Business: taxi dispatch
➤ Service 24 / 7, 365 days a year
➤ 15,000 – 20,000 calls per day
➤ 3,000 taxi drivers
➤ Voted best taxi service in Paris in 2010 in the categories punctuality and customer service. (survey conducted in January 2010 – Capital magazine)
PTV-Solution: PTV xServer

In view of sustainable development, Les Taxis Bleus have decided to extend their range of services to include Taxis Verts (Green Taxis). "As one of the co-founders of the Kilom'être" program, we are sensitive to the amount of carbon dioxide we emit on our roads. If our customers now ask for Taxis Verts, we're capable of calculating the CO_2 emissions for their route using the software by PTV. ", explains Patrick DEL VECCHIO.
In the course of a year, the taxi business in Paris and vicinity is affected by numerous events, such as 14 July. During this time, e.g., it is impossible to collect passengers in the area around the Champs Elysées.

Using the RoadEditor – a function of the PTV xRoute Server – the dispatch centre is able to block a geographic area for access on the map. Route calculation then takes into account that there is only limited or no access to this area. The distance and time calculated for the trip are then very precise.

THE RESULT
"Our customers are regulars. In order to maintain customer loyalty, we need to provide an excellent service. For the passengers that means reliable response times and validated distances. For the drivers validated addresses, realistic travel times and smooth navigation to the customer's address are important", concludes Patrick DEL VECCHIO.