

UniBook™ Automated Booking System

■ Key Benefits

- Automate Incoming Calls
- 24/7 System That Never Quits or Is Rude To Customers
- Reduce Hold Times
- Expedite Order Process
- Reduce Abandoned Calls and Drive More Passengers
- Integrate With Your Existing Phone System

■ UniBook™ Overview

UniBook™ allows passengers to order taxi service through a completely automated telephone interface utilizing touchtone or speech recognition technology.

The system integrates with your company's existing PBX telephone system and dispatch system in order to act as a "computerized" call center agent. To utilize UniBook™, passengers simply dial your phone number and are provided with the choice of reserving a ride automatically or waiting to speak with a live agent.

Utilizing caller ID, UniBook™ reads back to the passenger the last address they were picked up at and asks if they would like to be picked up there or speak to a call center agent. If the caller dials "1" for Yes, the cab is booked automatically. Otherwise, the caller is transferred to a live customer service agent. A caller can book a taxi with UniBook™ in less than 15 seconds.

Additionally, UniBook™ now offers the ability for a customer to speak their address into the system in case they wish to be picked up somewhere else, which is crucial to automating calls from cell phones.

■ UniBook™ Benefits

UniBook™ enables efficient management of your call center by automating calls for taxi service which increases trip counts, reduces hold time, and decreases abandoned calls.

Typically callers spend anywhere from 30 seconds to 5 minutes on hold for taxi service. Hence many callers hang up and call the next number in the phone book, resulting in an abandoned call and a lost trip.

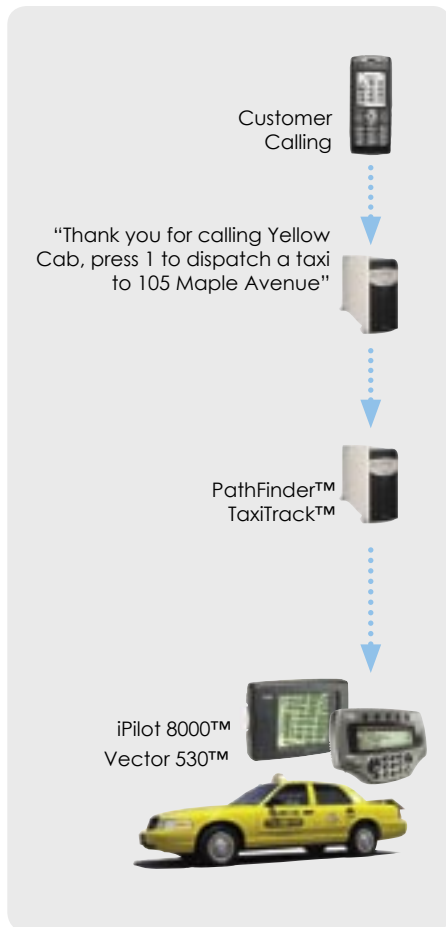
By automating a significant portion of your calls, hold times are reduced and fewer callers hang up.

Further, UniBook™ aids the non-automated callers by relieving pressure on your call center agents and allowing them to spend extra time on the phone with more needy callers.

Ultimately, trip counts are increased and callers are happier because their call was handled more efficiently - making it more likely they will call you again.

■ The Return On Investment

UniBook™ automation rates typically can be anywhere from 20% to 40% of your calls for taxi service, resulting in saving which can pay for the system in 12-18 months. Feel free to ask us about providing you with client references.



"UniBook™ has enabled us to simultaneously reduce our call center costs by 15% while experiencing a 14% growth in call volume. Very few products can provide impact like that! Further, we were recently voted one of the three most innovative medium sized businesses in Austin and UniBook™ helped us achieve that."

– Jim Connolly, General Manager, GATC



UniBook™ Success Story



■ The Challenge



Any savings and efficiencies resulting from the use of UniBook™ described in this brochure are those of the respective user of UniBook™. Savings and efficiencies will vary from customer to customer. Digital Dispatch Systems Inc and Unified Dispatch LLC make no representations or warranties as to any actual savings or efficiencies that will be generated.

Greater Austin Transportation Company (GATC) in Austin, Texas provides transportation services to almost 1.5 million passengers annually with their 300 car fleet. In July of 2004, Texas Taxi, Inc. had recently purchased GATC, forming the largest taxi company in North America. Texas Taxi was seeking an answer to a common problem in the transportation industry - reduce your call center costs and improve your service levels while positioning yourself for growth. The Solution: Texas Taxi implemented the UniBook™ System, an automated call taking system from Unified Dispatch, which enables callers to order a taxi within 15 seconds without speaking to a live agent. UniBook™ uses information stored in GATC's dispatch system and an IVR interface allowing callers to bypass live agents and book automatically.

■ The Result

A 14 percent increase in dispatched trips and a 15 percent decrease in live agent shifts. Before UniBook™, the call center had 140 8-hour shifts per week; with UniBook™, the shift total is now 119 shifts per week – reducing the total number of 8-hour shifts by 15 percent. The dispatched trips increase is attributable to GATC's new marketing programs and UniBook™. UniBook™ increased GATC's capacity which dramatically reduced hold times. Hence the percentage of abandoned calls was reduced by 20%, allowing GATC to service more trips with less call center staff. The reduction in shifts is equivalent to 4 full-time employees. Labor savings alone amount to over \$90,000 annually or a 15% reduction in call center costs, without taking into account the 14% growth in call volume. Within the first year, the UniBook™ system has paid for itself. With the success at the Austin facility, Texas Taxi extended the use of the UniBook™ system to its facilities in Houston and San Antonio.

■ GATC's UniBook™ Setup

UniBook™ enables callers to book a taxi within 15 seconds without speaking to a live operator, leveraging information already stored in GATC's existing phone and dispatch system. A caller dials the taxi company and has the following interaction:

UniBook™: "Welcome to Yellow Cab, if you would like to be picked up now at 2400 North Lincoln Avenue, press 1. To speak with an agent, press 0 or stay on the line."

Caller: Dials 1

UniBook™: "Your order for immediate cab service has been booked. Your cab shall arrive shortly. Please press 0 if you have any questions or require further instruction. Thank you for calling Yellow Cab. Goodbye."

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