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routes and drivers, reducing dead miles and offering shared journeys are just some of the features Magenta has helped us implement to keep our fleet efficient and green."

Location Cars won Silver in the Private Hire Company of the Year, 1-80 vehicles category. Director Paul Barter, says: "Magenta has helped us marry traditional service values with the most efficient use of technology to maximize customer satisfaction. All this, while making the best use of driver capacity and keeping our fleet happy, too. This has been a major factor in our success, and it is great that the prestigious QSI Awards event has acknowledged us."

Carrot Cars won Bronze in the Private Hire Company of the Year, 81+ vehicles category. Carrot Cars' co-director, Bradley Lok, comments: "We are incredibly happy with Magenta and how its platform has helped us. The custom features and improvements they have built for us have made our lives easier and our work more accurate."

EFFICIENCY AND FLEXIBILITY TAILORED FOR THE CHAUFFEUR OPERATOR

Meanwhile, Denise Long is the Marketing Manager of Chauffeur Drive Systems [pictured above, left]. She is over the moon that two of her clients have been recognised for their achievements at this year's QSI Awards. Orion Luxury Services won two Golds, Chauffeur Company of the Year 1-10 vehicles, and Best New Start Business. And Chauffeur Travel of Bath won a Bronze in the Chauffeur Company of the Year 1-10 vehicles category.

Denise says: "The strengths of our chauffeur booking, dispatch and management system are the



Paul Barter [RIGHT] of Location Cars

efficiency and ability to control the booking process, due to it being cloud-based. Also, it is accessible anywhere from any device. As we have seen with our clients when they go off on holiday, they can run their businesses from a tablet on the beach in Honolulu or from a cruise ship in the Mediterranean.

"Our system is not a taxi system, though. It is only for chauffeur operations, as we believe the businesses work in completely different ways. Taxis are about quantity, chauffeuring is about quality - and our software reflects that."

Denise continues: "To help our chauffeur clients grow, we designed a client portal, allowing clients to book, view and edit jobs. The portals and materials



Go Green Taxis

can all be logoed to either the chauffeur company's or their client's logo, which corporate clients are particularly keen on."

She concludes: "When talking to our chauffeur owners we learned that they were nervous of the software and they didn't know how to get over the user benefits of the system. To help, we produced marketing materials to be downloaded from the system, that can be edited to display the chauffeur company logo and contact details."

"When they print this, and go to a corporate client, along with the reports printable from the system on all the chauffeurs and vehicles, it portrays the chauffeur company as professional, organised and thorough. This has won valuable contracts for many of our users."

Orion Luxury Services Director, Michael Fafalios, says: "We chose to use Chauffeur Drive Systems from the plethora of options available. The system could be as simple or as complicated as our requirements. At Orion, a stable and effective back office system has played a huge part for both our internal operations management and permanent client communications."

He continues: "To keep the management team, clients and drivers happy, it is imperative for all parties to be on the same page. It is important for everyone to understand and be comfortable with accessing the information provided to them."

Michael adds: "Modern day technology, on a variety of platforms, allows for a flawless operation. Our robust system encompasses all elements of the business, from the booking to dispatch, invoicing and ultimately fleet and operations analysis. At the recent QSi awards, where we won two Gold awards, I think our belief and implementation of an effective system made a good case for technology being at the forefront of any new business."