

Cel Cabs

About Cel Cabs

Cel Cabs is a professional transportation provider. The company makes transportation affordable and simple—customers book a cab and it arrives at their doorstep in minutes. Cel Cabs is a pioneer in the transportation industry for introducing Point-To-Point pick up and drop off Taxi Services in India.

Problem

In today's competitive world, Cel Cabs recognized that it's important to present their business as one that embraces technology and can provide state-of-the-art offerings to their customers.

Some of the new tools Cel Cabs wanted implemented for their business included:

- Make reservations less tedious.
- Shorten process times and reduce manpower.
- Streamline their customer feedback process.

Most importantly, Cel Cabs wanted to maintain their service standard, and continue to thrive among their competition.

Solution

The club turned to Appery.io partner, Idea Labz, a mobile development company that serves customers in EMEA and APAC.

Idea Labz suggested a mobile solution, while keeping the firm's concerns at the forefront. Using Appery.io, Idea Labz helped them design and develop an easy to use, mobile-based system that allows Cel Cabs' customers to choose from wide range of services and packages through the use of an application.

Using the Appery.io builder, they developed a mobile app for Cel Cabs for Android and iOS mobile devices with features that include cab reservation, locating a cab, choosing a pick up and drop off location on the map, as well as a new feedback form.

Results

With the help of Appery.io and Idea Labz, Cel Cabs received an up-to-date, modern platform to promote their business and gain and retain customer loyalty. Since the launch of the Cel Cabs application, customer feedback has been very positive.

On the business end, the mobile app is a time-saving device for the company. The application has helped them focus on meeting their customers' demands by reducing the manpower required for scheduling cabs. It also helps them keep track of their customer feedback by having it submitted through the application, allowing for better service and a closer relationship with their customers.

"Thanks to Idea Labz and Appery.io, customers rave that cab reservations, booking a pick up and drop off time, or choosing a location, has never been this easy before!"

-Darshan Stankiya, Head of Operations

