360 BIOMETRICS

SOFTWARE CONSULTING HARDWARE

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360 Biometrics Helps India's Largest Cab Company Identify Drivers and Improve Service

Situation

As the largest taxi cab company in India, Meru Cab Company needed an effective way to monitor the performance and location of its drivers. The company has 5,000-plus drivers operating more than 5,000 cabs in four cities: Mumbai, Delhi, Hyderabad and Bangalore. A world-class metered radio taxi service, Meru Cab Company serves more than a million passengers a month through a network of professionally trained and managed drivers.

Keeping track of thousands of drivers and cabs was a challenge for Meru Cab Company, which distinguishes itself as a consistent provider of superior-quality transportation services. Its modern cabs-Esteems, Logans and Indigos-are outfitted with GPS and GPRS technology that indicates their exact location, direction of movement and speed. Being able to determine the geographical location and availability of each cab allowed the company to ensure passengers received timely, reliable service. However, it didn't solve one of the company's biggest issues: identifying blacklisted drivers who try to rejoin the company with a fake identity. The 360 Biometrics PersonID platform presented the ideal solution. "We evaluated four solution providers, and after evaluating them on parameters like speed, accuracy, scalability, past projects and commercial viability, 360 Biometrics emerged as the best option," says Nilesh Sangoi, CTO of Meru Cab Company.
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Solution

The 360 Biometrics PersonID platform was the perfect complement to Meru Cab Company's existing driver

management system running on Oracle Siebel. The Web-based identification solution definitively identifies people using their fingerprints. It can function as a stand-alone system, or it can be quickly integrated into any Web-based applications. 360 Biometrics successfully integrated the PersonID platform with Oracle Siebel CRM software to enable Meru Cab Company to manage the entire life cycle of its drivers, including recruitment and training. 360 Biometrics worked closely with Meru Cab Company to customize the system to its specific needs.

Thanks to the state-of-the art PersonID platform, Meru Cab Company has a guaranteed way to identify blacklisted drivers- which is critical to maintaining its strict standards of customer service. To ensure high-quality service, the company terminates the agreements of drivers who seriously violate its customer service standards and blacklists them for future association with the organization. In the past, some blacklisted drivers had attempted to rejoin the company by changing their names and driver's licenses. Since India lacked a national identification number, it was difficult for the company to reliably verify the identity of its drivers.

The PersonID platform provides a permanent solution. It stores the fingerprints and photographs of the company's drivers, making it possible to detect blacklisted individuals instantly. When a new driver joins the company, the PersonID system checks the fingerprints against the existing database and notifies the company if the person is blacklisted. "The biometric system has helped resolve an important business problem and helps us in improving the level of customer service," Meru Cab CTO Sangoi says.

Results

The 360 Biometrics PersonID system fits well with Meru Cab Company's meticulous use of technology and best practices to deliver superior services. The company concentrates on each touch point with customers, creating systems, processes or technologies that consistently translate into first-rate service. Its fleet of cars features digital, tamper-proof meters, electronic printers to generate customer receipts and speed alarm systems for added safety.
Now with the PersonID system, Meru Cab Company has a reliable method of authenticating the identity of all its drivers. So when passengers hail a Meru cab at the curbside or airport, call Dial-a-Meru (44224422) or use Meru-on-the-Net

(www.merucabs.com), they can be certain their driver is of the highest caliber. With the company's best-in-class operating process, passengers can expect to be picked up and dropped off at their destination without unnecessary delays. The 360 Biometrics PersonID platform is helping Meru Cab Company solidify its position as an esteemed provider of technology-enabled radio taxi services.