

Mobile helps to reduce cab-related attacks by 46%



MAYOR OF LONDON  Transport for London

The Solution:

Subscribers text **HOME** to **60835** (spells 'GOTFL') and receive local licensed minicab and taxi information in the area they are texting from.



A **Location Based Service** search is used to pinpoint the subscriber's exact location, enabling the relevant information to be identified and sent.

The database of 45,000 licensed minicab operators and drivers is **updated daily** to maximise safety.

Results?

- ✓ **46%** reduction in cab-related sexual attacks on women over last five years
- ✓ Just **4%** women used unlicensed minicabs in 2007 in comparison to **18%** in 2003
- ✓ **100%** year on year **increase** in monthly uptake since new branding campaign

Business Need:

As part of a print, **poster**, radio and TV campaign for a safer London, a **text message service** was created to give out numbers of **licensed minicab and black cab firms** in the user's location.