

COMFORTDELGRO TAXIS CLOCKS RECORD
35.6 MILLION BOOKINGS IN 2014

21 January 2015 – Despite growing competition from independent third party booking apps, ComfortDelGro Taxis registered a new record of 35.6 million bookings for the year ended 31 December 2014.

The new high has taken on even greater significance given the fact that about half of all bookings were conducted through the Group's taxi booking app. Since its launch in 2010, ComfortDelGro's taxi booking app has registered a total of 2.5 million downloads.

The highest number of taxi bookings catered in a single day – 124,426 bookings – took place on 31 October, one of the wettest Fridays in 2014. The booking record was about 28% more than the daily average. Indeed, taxi booking demand peaked at over 3.1 million bookings in August - 6% more than the monthly average – as the Southwest monsoon season hit.

To commemorate the special occasion, 50 cabbies with the highest number of taxi bookings for the year will receive taxi/diesel vouchers. One of them is Cabby Lee Teng Nguan, a 16-year veteran who clocked more than 8,300 booking jobs in 2014 – 16% more than the year before. The 47-year-old cabby said: "I like taking booking jobs, it has definitely helped boost my income."

To further improve the taxi booking experience for taxi commuters, ComfortDelGro Taxis has given the ComfortDelGro taxi booking app a complete makeover.

The revamped app, which is available for both iPhones and Android smartphones, has a brand new look and new and enhanced features. These include the ability to recommend routes and provide estimates on metered fares, as well as a “history” feature that enables commuters to store up to 10 journeys over a 30 day period. Its enhanced “favourites” feature allows commuters to book a taxi from any of the locations and trips that commuters have bookmarked in just two steps. Taxi commuters can also e-mail e-receipts to their own registered e-mail account as well as share trip details with others.

Also in the pipeline are plans to extend the app beyond Singapore shores – to the Group’s businesses in the United Kingdom and Australia.

Said Mr Yang Ban Seng, ComfortDelGro Taxis CEO: “We are always looking at ways in which we can better improve our service offerings to our customers. By extending our newly enhanced booking app to our sister companies, we hope to be able to improve the overall travel experience for our customers – wherever they are.”

The enhanced ComfortDelGro taxi booking app is slated to be rolled out in Perth, Western Australia, later this year. It is now available for download on iTunes and Google Play Store. Users only need to search for it using “ComfortDelGro”.



The revamped ComfortDelGro Taxi Booking App icon

Background

ComfortDelGro is one of the world's largest land transport companies with a total fleet size of about 46,500 buses, taxis and rental vehicles. Headquartered in Singapore, the Group also has operations in China, the United Kingdom, Ireland, Australia, Vietnam and Malaysia.

ComfortDelGro operates a total of about 36,500 taxis, of which 16,800 are in Singapore and 2,030 are in Perth, Western Australia.