

COMFORTDELGRO TAXI BOOKINGS ON THE UP AND UP

6 June 2018 – In the first five months of 2018, ComfortDelGro Taxi has witnessed an uptick in bookings made through its call centre and phone app – surpassing the numbers achieved in the same period last year.

In May 2018, bookings grew by close to 9% year-on-year. This is the biggest year-on-year jump since September 2014.

The turnaround in bookings has come on the back of Uber Technology’s exit from the region as well as the Company’s concerted efforts, including the rolling out of marketing promotions for passengers in recent months. Promo codes, which offered passengers \$3 off their flat fares when they book via the ComfortDelGro App during off peak hours, were the most popular. The \$8-discount promotion, which was usable on rides originating from the city and taken between 1am and 5am, was equally well-received. In all, about 57,000 promo codes were redeemed.

Ms Pang P C is one passenger who has benefited from these promotions. She redeemed \$229 worth of discounts off her taxi fares in April and May. She said: “I was very happy that ComfortDelGro Taxi came up with these promos and I could enjoy substantial discounts off the taxi fares.”

Mr Ang Wei Neng, CEO of ComfortDelGro Taxi, said: “We have been rolling out very targeted booking promotions and this, we believe, has helped to boost the demand. At the same time, we are also giving our cabbies weekly incentives to reward them for actively taking booking jobs so that passengers can get their taxis even faster.”

For ComfortDelGro Cabby Alex Ng, who has been taxi-driving since 2014, the increase in demand is good news. The 49-year-old has observed an increase in booking jobs. He said: “I’ve always taken booking jobs only from the Company because I like to focus on one platform. Recently, I’ve noticed that the booking jobs have increased by around 20% and I’m positive that I will be able to do even more in time to come!”

In the last month, ComfortDelGro Taxi has announced that it was ordering another 700 taxis – a sign that demand was definitely picking up.

Background

ComfortDelGro is one of the world's largest land transport companies with a total fleet size of about 41,500 buses, taxis and rental vehicles. Headquartered in Singapore, the Group also has operations in China, the United Kingdom, Ireland, Australia, Vietnam and Malaysia. In Singapore, ComfortDelGro operates about 13,000 taxis.