



Customer Ratings

Rating Customers

- **Combining customer entries (phone number standardization)**
- **Who can rate customers and when**
- **Benefits to rating customers and having them ranked**
- **How SmartMove will use the ratings**

What is a customer

- SmartMove identifies customers based on their phone number
- The same customer can book using different methods; Booking App, IVR, call center, online.
- A passenger of a fleet who calls from different numbers (e.g. mobile phone or work landline) will be two different customers in the SmartMove system.
 - This is due to many landline numbers being shared across multiple users
- Currently different booking methods can result in different formats of the same phone number being entered into SmartMove. This is inconvenient for callbacks, as well as items like **block lists** and **rules**.

Phone Number Standardization

- SmartMove identifies customers based on their phone number
- We are standardizing all phone numbers to E.164 format: +61882383099
- Phone numbers can still be entered using previous formats (e.g. 0882383099) and we will strip the leading 0 and add +61 (in Australia) for comparison to existing customers

Rating Customers – who and how

- SmartMove could produce an initial ranking based on the customers history
 - Number of bookings
 - Number of completed bookings vs No Show
 - Value of fares from customer
 - Time since first bookings and most recent bookings
- Should a new (fresh) customer have a ranking of 5/10 until a rating is entered? This would make them less than a well rated customer, but higher than a customer proven to be bad.
- Drivers to have the ability to rate customers at the completion of a trip (Completed or No Show)
- Call Centre operators ability to rate a customer
- Fleet Managers (fleet management) able to view and adjust customer ratings

Rating Visibility – where and how

- The Fleet Management Website will allow the ratings to be seen and edited where required.
- Should a driver see a customers rating?
 - At the time of a booking being offered?
 - Should it remain on the screen (it could be visible by the passenger in the vehicle)?
 - Should ratings be visible on items like the Bidding Screen?
- Call Centre operators ability to rate a customer
 - Based on booking creation
 - Able to rate a completed job or just when cancelling?
- Vehicle owner access to adjust ratings?

Benefits to ranking customers

- Feedback suggests that when a fleet is busy, they want to ensure they look after their quality customers even if it is at the expense of others.
 - A driver could travel further to pick up a good customer immediately ignoring another pickup that is closer.
- Competing taxi fleets in town and ride share companies
- Ensure priority service for the loyal and reliable customers

How can the customers be prioritized?

- Phone system pushes the callers up the queue based on their rating
- High rating customer's bookings are dispatched with a higher priority
- Perhaps an increase in items like Waiting Time required by drivers
- Low rated customers trigger pre-payment?



***smart*MOVE**

QUESTIONS?

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