

Customer Success Story : Uber, Mexico



“ I have used Azuga for the past year and have been pleased with the price, usability and data that it has provided. I am able to see the behaviour of my drivers in real time and know when they do something wrong, which proactively prevents abuse. ”

- C Padilla, Uber vehicle owner, Mexico City

Background

Uber Technologies Inc., is an American international transportation network company headquartered in San Francisco, California. The company develops, markets and operates the Uber mobile app, which allows consumers with smartphones to submit a trip request which is then routed to Uber drivers who use their own cars. By May 28, 2015, the service was available in 58 countries and 300 cities worldwide. Mexico is a very important market for Uber as success in an emerging market like Mexico with similarities to many developing countries, can provide a test case for Uber to replicate in similar markets worldwide.

Challenge

Uber Mexico faces typical challenges like a large and growing customer base in a country with resistant legislation and a violence prone taxi industry. Other problems facing Uber, Mexico include high operational costs, congested cities, complexity of operation with hidden costs and relative lower levels of population with smartphone connectivity.

Uber Mexico has unique challenges facing its operation in Mexico market, where driver accountability has started challenging their business model. Uber Mexico has started looking for a GPS tracking solution to increase driver accountability and encourage responsible behaviour without seeming to be over bearing and “Big Brotherish”. They wanted a Fleet GPS tracking solution their drivers would love to engage with, which can facilitate tracking drivers efficiently, reduce liability and decrease costs.

Azuga has been chosen as a partner for Uber, Mexico, because of Azuga’s pioneering efforts in creating a social telematics platform based on a single OBDII GPS tracking device, which aims at encouraging modification of drivers’ attitude for more positive behavioural outcomes.

Results

- ▶ In only 1 year, Uber car owners that have installed Azuga’s plug-and-play technology into their fleets have experienced a 72 percent decrease in accidents, 14 percent decrease in fuel consumption, 10 percent decrease in maintenance cost and 12 percent decrease in operational costs.
- ▶ There have been tremendous behavioural changes observed regarding drivers’ attitude on the parameters like Over Speeding, Harsh Braking, Harsh Acceleration, Idling, Illegal Areas and illegal Times which upon counselling of the drivers by Uber team has led to better route management, better discipline and better driver scores.
- ▶ Uber, Mexico by deploying Azuga GPS Fleet tracking solution has been able to track the drivers whose scores have not improved over a three month period and got rid of their services, leading to an overall improvement in Uber’s operational efficiency and higher customer satisfaction.
- ▶ As more and more Uber drives realize the value of the program they tend to stay on reducing unnecessary churn.
- ▶ Should an Uber vehicle be involved in a serious accident, Uber can claim that it did its outmost best to control bad driving behavior
- ▶ Customers will experience a safer and more rewarding ride experience – Value for Money