



Card Acceptance is Only the First Step

Every market has a different view of the best way to accept credit cards in taxis. Once the decision to require credit cards is made, however, the process has only just begun.

Rates. The method of acceptance, along with the involvement of the driver, the processors, and the vendors can and do affect rates. Compound that with hidden fees, downgrades, and surcharges, and it often means the published rate varies widely from the delivered rate.

Driver Payment. If credit card acceptance programs are not well-managed, drivers can end up paying exorbitant fees, have little or no protection against chargebacks, and can find themselves waiting for weeks to get paid for their credit card fares.

Support Services. Vendors vary widely in their level of transaction support, electronic tripsheet collection, and reporting (including recently mandated federal tax reporting), each of which can dramatically and negatively impact the industry's participants.

Passenger Security. If the system is not secure, passengers will never embrace the process. Security and fraud protections are available but often not required or, if required, inconsistently enforced.

Regulatory Value. Systems designed to accept credit cards can do significantly more than just operate as a swipe. GPS and in-vehicle technology can tell regulators more about who is being served – and who is not being served – than ever before. The data collected has proven invaluable to regulators in many cities to better manage and serve the taxi industry, to recover lost property, and to assist law enforcement in the investigation of crimes and homeland security-related issues.

Creative Mobile Technologies, LLC (CMT), the nation's preeminent taxi technology company, with fleets in over 40 cities and 26 states, has more experience in more markets than any vendor in the country. We're looking forward to sharing what we've learned about these issues and many more at the 2011 IATR Conference and, if you cannot make it to Toronto, feel free to reach out to us whenever you have a chance.

"For the Transportation Industry, By the Transportation Industry"

www.cmtnyc.com

718-937-4444

info@cmtnyc.com