MiTaxi creates app to improve commuter experience of SA taxi network

MiTaxi, in partnership with the South African National Taxi Council (SANTACO), has launched its new MiTaxi app, which aims to improve the user experience of the South African taxi network. The app will be available as of 6 February 2020 and is set to introduce route signs to users to make hailing a taxi much more effective; and will feature GPS settings that will notify users when they have arrived at their destined location.

Image source: Gallo/Getty

MiTaxi is a digital application platform for South Africa commuters designed to close the communication gap between the taxi industry and its more than 15 million commuters.

The following information will be available regarding access to passenger taxi services:

• Connecting users to the taxi route network
• Information on taxi fares
• Notifying users on price changes
• Giving users a 24hour notice on planned taxi industry strikes to enable them to organise alternative transport
• Introducing users to taxi marshals, queue marshals to Rank managers for each taxi rank
• And also encouraging users to report good and bad driving

The platform is considered a first of its kind in South Africa to be launched by corporate, and supported by industry. It will help create an opportunity for the taxi industry to engage with its passengers through the "Message by The President" feature that will incorporate monthly messages from SANTACO President Philip Taaibosch.

Users will also be encouraged to recognise and report good drivers, each month drivers with the highest points will be honoured by SANTACO.

"The taxi industry is believed to be transporting nearly 16 million commuters daily. This means 16 million South Africans have an experience with our taxis every day, and what we're trying to do is to make this navigation simpler and smoother for both commuters and drivers," says Meshi Qwelane, MiTaxi founder.

"Passengers will find their points of departure much easier, they can estimate their arrival through the GPS system, most importantly they can plan ahead for their daily commute. For example, this will definitely assist in easing out the peak hour frustrations by enabling passengers to inform employers ahead of time if there are any delays on the road."

MiTaxi will pilot the following routes:

• Noord Taxi Rank to Randburg
• Johannesburg to Pretoria
• Pretoria Bloed Street Taxi Rank

"Every week we will add new routes as we continue to improve the user's interaction with the platform. We'll work together with SANTACO collating information regarding routes, ranks, fares, rank marshals, and driver empowerment. MiTaxi will consolidate all the info and integrate it onto the MiTaxi infrastructure as we continue to expand the app and manage commuter expectations," says Qwelane.

An added bonus feature will be a dose of community news that will be location-based.

The app is free to download and accessible across all mobile devices with IOS and Android.

For more, visit: https://www.bizcommunity.com