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Wes Travis
*Operations Manager,
Exclusive Sedan Service*

## Introduction

Exclusive Sedan Service is a premium ground and air transportation company in the Los Angeles area.

## Challenges

Exclusive Sedan Service spent a lot of energy on phone calls with clients, chauffeurs, and Independent Operators. In a world where an Uber app is always close at hand to today's clients, communication had to improve to win clients' business. An increasingly important part of Exclusive Sedan's business is same day rides where customers often need to be picked up within 60 minutes. When chauffeurs are unavailable, they prefer to utilize Independent Operators (IO's) but the process of calling to confirm with IO's was time consuming and stressful for dispatchers. Exclusive Sedan knew it was losing rides because they were not able to respond to clients quickly enough. "We initially implemented a texting service that sent texts from a random phone number, but customers, our chauffeurs, and IO's couldn't reply back," said Wes Travis. "It was a broken experience."

## Results

To fix this broken experience, Exclusive Sedan chose Zipwhip's Multi-User platform to allow dispatchers to text from their main number with two-way messaging. Using Zipwhip's "Group Text" feature, they created three tiers of their favorite IO's with 10-12 chauffeurs in each tier. When clients need to be picked up, they send out a text to Tier 1. If they do not have a confirmation in two minutes, dispatchers send the same text to Tier 2, etc. The impact was immediate. They now have confirmation of a driver en-route in less than four minutes. "We are 85% more efficient when texting over calling. Same day bookings have doubled. Dispatchers are less stressed because they know they'll have an answer from an available IO within moments," said Travis. "Zipwhip is improving our communication and 70% of our customers prefer text as well. It is reducing our call volume by 65%."

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