

### Secure real-time credit/debit card payment processing for Taxi and Private Hire Drivers

**TaxiPay Mobile was created specifically to address the problems drivers associate with accepting payment for bookings and fares via credit and debit cards. Until now, no financially viable and practical solution has been available to the Taxi and Private Hire Markets.**

Alternative hardware based card processing solutions have always proved expensive, and as a result the taxi and private hire industry has never widely adopted accepting payments via credit and debit cards. For the first time a solution is available that is inexpensive, easy to set-up, and simple to use.

**TaxiPay Mobile** is **inexpensive to set-up** and entirely funded by a surcharge added to each transaction. This means your customers pay for the running costs and you can use the system as and when you need it. **There are no minimum transaction fees or on-going rental costs.** In addition, the surcharge is flexible, allowing you to charge an additional surcharge and receive this additional money back with the fare.

**TaxiPay Mobile** can work in a variety of ways including in the office, in your fleet or via your existing booking and despatch system. It is suitable for Taxi and Private Hire and Chauffeur companies as well as Owner Drivers, offering the following benefits:

- Small one-off set-up charge
- Funded entirely by a 6.5% surcharge added to each fare
- No minimum monthly fees
- No minimum transaction volumes
- Flexible surcharge capability allowing you to increase the surcharge and retain the extra funds if required.
- Accepts all major credit and debit cards including American Express
- Funds paid to fleet owners or individual owner drivers

TaxiPay has four separate components:

**Mobile Transactions** – **TaxiPay Mobile** works by installing a simple application on the driver's phone. This application works on the majority of phones available today. Once installed, to process a card payment the driver simply runs the **TaxiPay Mobile** application and it prompts for the required information: e.g. card number, expiry date, amount, etc. The surcharge is added automatically by the application. This is configurable and can be set to any percentage you like. **TaxiPay Mobile** will retain 6.5% towards the banking costs and processing charges.



**Office Transactions – TaxiPay Mobile** allows all of your booking staff to process transactions from their desktop. A simple virtual terminal allows them to process a payment and generate an email or printed receipt for the customer. Each user has their own unique login details and the software tracks which operator took which payment. Like all TaxiPay products the surcharge is configurable and will be added to each fare automatically. As with the mobile transactions the software is user friendly, menu driven and easy to use. Booking staff do not have the ability to process refunds.



**Booking and Despatch Software – TaxiPay Mobile** has been designed to integrate into your booking and despatch software. If the solution you are currently using does not have the facility to accept credit and debit cards please ask your supplier to contact Adelante.

**TaxiPay Administration** – This facility is available to all users of **TaxiPay Mobile** be they fleets or owner drivers. By logging onto TaxiPay Administration you are able to see your full transaction history as well as add, remove or modify mobile and office users.



## Features and Benefits

### Process Credit and Debit Cards

- Works 24 hours per day, 365 days per year
- Typically 20 second processing time
- Accepts all major cards including American Express
- Provide customers with payment choice

### Simple to Set-up

- No Public Carriage Office approval required
- Easy to install TaxiPay software with simple to operate user interface

### Driver Benefits

- No merchant account required
- Weekly in arrears payment
- Receive full fare plus a percentage of the surcharge
- No monthly rental fees and no minimum transaction fees

### What is included for Drivers

- TaxiPay software for your mobile phone
- User guide
- Machine and PCO approved window stickers for each driver

### Office Benefits

- No need to rent a bank terminal
- No merchant account required
- Multiple users can use the system at the same time
- Full mobile user management software
- Complete user transaction history

### What is included for Office Users

- Secure browser login for the Internet utility
- User Guide
- Free documentation regarding integration to your Booking and Despatch Software

