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Contemporary technologies that are
improving company's efficiency and
employability





Student Name and ID

Topic

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- 2.Mirela Mocanu 1921774 - Challenges before introducing Modern Technology
- 3.Aurelia Popa 1920384 - Insights of MT introduced & Impacts of MT
- 4.Thanigasalam Kamalendran 1921920 – Lessons drawn from the case study
- 5.Velislava Peneva 1918430 – Conclusion & References & Q&A

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*Itroduction of the
company*



Ola is an online transportation company established in 2010 by Bhavish Aggarwal and Ankit Bhati. Ola is now present in India , Australia, New Zealand and UK. They have created a platform for users to book a taxi by providing them with an easy mobile app while working as an online taxi collector . They made it very easy for both customers, drivers and boosted entrepreneurship.



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Background of the organization

- History of the organization:

Ola Cabs or Ola Taxi, is very similar to any other online marketplace but more specifically in providing taxi services, as it now provides food delivery services. They started as an online taxi collector in Mumbai and are now the fastest growing business in India as they beat their competitors Uber and Meru. Ola, the name from the Spanish word "Hola" which means "Hello" indicates that their services are easy and friendly. OLA is one of the most popular roaming app with 65% market share in India. By 2018, the company had expanded to more than 10,000,000 vehicles in 168 cities



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- Aim & Objectives of the Organization:

Ola cars congratulate point-to-point services within a city with multiple rental options and around-the-clock car rental services or out-of-station travel. It uses a platform to ensure the appropriate, transparent and prompt service to the customer. They want to become one of the best services in the field of car rental and the strongest in India and the world.



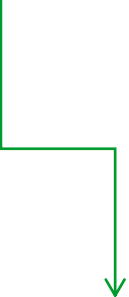
Challenges before introducing Modern technology

TECHNOLOGICAL CHALLENGES

THE OBSTACLES FACED BY USERS OF
APP-BASED AGGREGATORS

DRIVER DIFFICULTIES:

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TECHNOLOGICAL CHALLENGES:

- Maps - You have to make multiple phone calls and frequently show directions (especially to new drivers) to reach your destination.
- Data Charges - Most of the Indians still uses 2G. WiFi services are unavailable on roads and data services are too high in India.
- Protection against Fraud - Tech-savvy customers are coming up with innovative ways to earn free rides.



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THE OBSTACLES FACED BY USERS OF APP-BASED AGGREGATORS:

- Women's safety - has been a relevant issue for which no concrete solutions have been given, which were raped and misled into the wrong destinations. So, riding cabs at night especially for women customers is however fraught with risk.
- Taking too long to arrive - the second issue concerning the cab rides is the 'delay' involved. Characteristically, when the customer is booking the ride through the app, the time shown for a Mini or Micro ride might be just 3 or 4 minutes. However, after the booking is confirmed, it might increase to 10-12 minutes.
-
- Dopping at the wrong locations - the germane issue we all come across. Despite using the GPS navigation, drivers often ask where you want to go or what route is to be taken. So in such circumstances most of the times, drivers drop at wrong locations causing inconvenience to the passengers.



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DRIVER DIFFICULTIES:

- Application Usage Training - unintentional prevalent errors include cancelling a ride even before it started, trouble understanding map directions/customer's location, etc. This leads to inferior customer experience.
- Multiple Affiliations - many drivers are affiliated to both Ola and Uber. They keep searching for customers on both applications.
- Unethical Extra Charges - drivers especially at night demand additional cash apart from the fare estimated by the App.



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Insights of Modern Technology



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Advantages / Disadvantages of Ola Cabs

- No need to wait for a taxi for long times
- Free rides on certain occasions and discounts from time to time
- Lower prices than the normal taxi fares
- Easy payment procedure
- The service accepts both cash and cashless payments with Ola money
- The app is pretty straightforward and easy to use
- Once you confirm your ride, the app sends you a start code, which is written on the left hand corner of the app. When you sit in the car, the driver asks for this code in order to start the journey. Without this code, a journey cannot be activated.

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- Disadvantages :

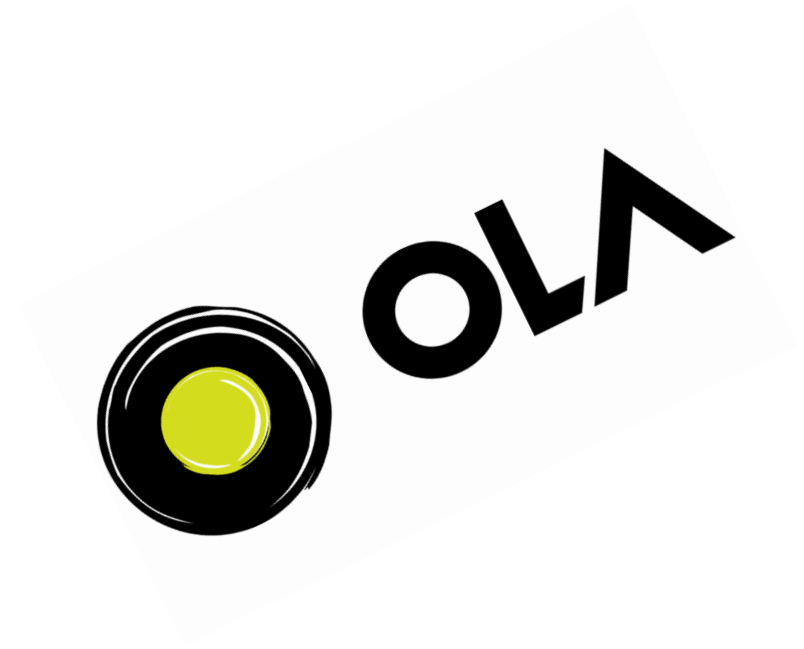
The fact that the same ride can cost different amounts depending on the time, day and the profiles, history and rating of the driver as well as passenger has also incurred much customer wrath through surge pricing



Impacts of Modern Technology

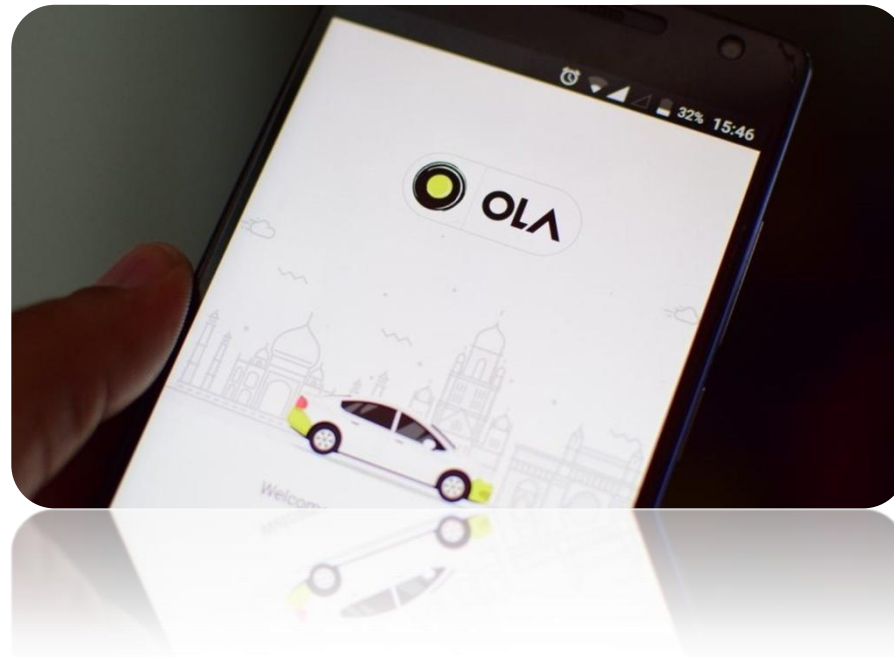


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- **Positive impacts** of Ola Cabs

- Filling the mobility service vacuum existing in big urban areas
- Competitive Pricing - generally, Ola Cabs is less expensive than traditional taxis and car services
- The app has stronger safety features with options like a start code to give to the driver before the journey begin, an emergency customer hotline, also workshops and trainings for drivers partners




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- **Negative impacts** of Ola Cabs

- Surge pricing - variation in cab fares according to situation is an important aspect of their business model
- Negative impact of price competition - A drawback, however, is that flooding the market with new service providers has created a level of competition that has reduced market share for traditional taxi services and lowered the overall profits of drivers



Lessons drawn from the case study

1. Differences between traditional and modern technology.
2. Why modern technology is important for the organization?
3. Consequences of not using modern technology in the organization



1. Differences between traditional and modern technology.

Ola's use of modern technology has enabled an app driven booking system of journeys and an easier to manage payments. Ola did not exist when it was just traditional technology that was just available. If they did exist, they would have relied on a journey planner on a support centre.

- Booking system moved from telephone to mobile app
- Payments done electronically instead of cash



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2. Why modern technology is important for the organization?

Thanks to modern technology, cab drivers have been provided flexibility by choosing which journeys they want to serve or decline depending on a range of factors. Furthermore, It has made managing payments easier as all digital payments and card details are provided prior to the journey.

- Safer journeys due to GPS (known location of driver)
- Reserved payment safer for driver as payments are not done after journey
- User has better understanding of costs
- More convenient for user rather than calling operator



3. Consequences of not using modern technology in the organization

Not using modern technology would have meant that the business would have required additional staff in a call centre to help cab drivers and customers to plan and manage cab journeys. This is a cost for the business, something that modern technology reduces quite dramatically.

- Additional staff in call centers → added costs
- Less customer satisfaction
- More effort for customer to book cab



Conclusions & References



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MANY BENEFITS FOR CUSTOMERS

- Regarding to many opinions from the positivity of using Ola taxi services we can conclude that it's the one of the best way to travel. Ola services are for every budget and many people can afford to take a cab and travel to the destination that they would like to go.
- Ola app is providing very good customer service. Many of the drivers have their own private customer list. You can do outstation bookings too. Ola also provides outstation bookings through their app. All Ola drivers are quality assessed on safety, reliability and customer service by leading international partners, including DriveTech (part of the AA).
- For customer safety there is '**SOS**' button on the app and an option to share real-time location info with your chosen contacts, for complete assurance as you ride.




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- Nowadays Ola provides different vouchers for referral that helps them to populate the service and also to create new client and driver list .
- To their customers, Ola provides a percentage offer off the price of ride that means that they are more cheaper than others taxi driving providers.
- We can conclude that Ola provides lower prices from other competitors and provides safety to their customers., which can keep them on the market for a long.



The app

- In the previous app we spoke about the app. There is a few privileges from other companies that makes Ola app easy to use.
- The company is trying to update the app with lots of new extras to keep the customers ride safe.



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Travel protect

- One of the most important things these days are the hygiene at work place. Ola are providing very high level of hygiene in the cars and also are stimulating the customers to use masks, disinfect hands.
- Ola knows that its hard to grow their business in very difficult time for the economic, but they are giving their best to sure the customers that their ride is safe via social media.
- Ola UK provides offer to NHS workers in the UK a 50% off their rides to and from work as they care for patients impacted by COVID-19.
- As a business, Ola will continue to keep the offer under review and will extend the scheme depending on the situation.

Richardson P. (2020)'Ola offers half price rides to NHS workers and zero commission fees for drivers during outbreak'.

Available from < <https://www.taxi-point.co.uk> >

Ola official UK website < <https://ola.co.uk/> >



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Q & A time


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