Evergreen Cab Company Dispatch System

Project Plan

Healthy Systems

Evergreen Cab Company Dispatch System

- **Project leads:** Sharon Whiting (Marketing, customer contact), Valentin Razmov (Technical Oversight)
- **Due date:** August 21, 2002

Evergreen Cab Company Dispatch System

- **Scope:** Computer tracking, GPS and dispatch system to enhance current telephone/radio dispatch system. Must manage fleet of taxis and handle all tracking and dispatch needs 24 hours/day.

- **Requirements**: Run on Windows 2000

Evergreen Cab Company Dispatch System

Features

- Track cabs and drivers by zone
  - Meter on
  - Waiting
  - Coming from a trip
  - Booked off
- Maintain cab queue per zone
- Maximize occupancy
- GPS tracking
- Track cab meters, handle payments by credit card
- Provide customer call tracking system with call stats available
- Event/port coverage forecasting
- Traffic alerts

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Deliverables

- Software installed, 24-hour test run performed, and two three-hour training sessions with dispatch crew.
- User manual, training material, and a CD with install & uninstall. Due at time of training.

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Background

- Evergreen is in a tight competitive situation with its rival, Olympic Taxi. Olympic currently is running more efficiently, in the eyes of the consumer and in fact. Evergreen is looking to improve its competitive position by converting to a computer dispatch system. They know that by making the process more efficient and faster, they will improve their performance. Olympic moved to a computer system in 1999, and research shows that Evergreen has lost its standing as the frontrunner in the market. Relevant data collected via customer surveys and company stats follows in Appendix I.

Appendix I

Supporting Data

	Evergreen	Olympic	Evergreen	Olympic	Evergreen	Olympic
Average pickup time	23 minutes	23 minutes	23 minutes	21 minutes	24 minutes	20 minutes
Customer satisfaction (price)	5 (out of 7)	4(out of 7)	4 (out of 7)	5 (out of 7)	3 (out of 7)	5 (out of 7)
Customer satisfaction (speed)	5 (out of 7)	3(out of 7)	4 (out of 7)	4 (out of 7)	3 (out of 7)	5 (out of 7)
Seattle on-time rate	88%	85%	87%	90%	85%	91%
Airport on-time rate	90%	88%	89%	90%	87%	91%
Pickups per hour (Seattle)	240	230	235	250	215	260
Pickups per hour (airport)	19	17	17	18	17	19
Average occupancy rate/hour	94%	94%	93%	95%	92%	96%
Corporate accounts	240	235	230	250	225	255
Company income growth (% +/- over prior year)	5%	0 (est.)	-3%	10% (est.)	-10%	15% (est.)

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