

We are proud of our results!

Background:

Taxi services rely on text messaging for customer communication now more than ever. When people call a taxi, they want updates on the status of their ride. Text messages are the fastest and easiest way to deliver updates.

NTS (National Taxi Services, Inc.) is a full-stack software provider for taxi companies. They provide everything from the backend call center software to the end-user interface. Their software includes a texting service that sends automatic text updates to passengers about the status of their taxi.

The Problem:

NTS was struggling to deliver text updates to customers because passengers would often give a landline as their contact phone number. So, customers had to provide information about the line type when they ordered a taxi through the web or phone app, or as a customer service agent had to ask for the information.

Brady Johnson, the CTO at NTS explains: "When we send a text message to a landline, and it fails to send, we still have to pay for that text message because we're the ones requesting the text message from the SMS carrier. So, that's a wasted cost for us."

It was an arduous process that wasted a lot of time and money.

Enter Searchbug & NTS

NTS turned to Searchbug to identify landline and cell phone numbers. The Searchbug API enabled NTS to embed the phone number validation process

into their software and create a system that automatically identifies the line type and only sends text messages to cell phone numbers.

The process is entirely transparent to customers. It also improves the overall customer experience, because it makes the process of ordering a taxi one step simpler for the customer.

"When a customer uses the phone app or the web app to book a ride, they enter a contact phone number. Then, we check the number. If it's a cell phone, we'll send text message updates to that phone number," Brady says.

Before Searchbug, sending text updates was nearly impossible for NTS.

"It was kind of a pain before we started using Searchbug. We couldn't really send any text messaging at all. We could only send text messages if we had explicit confirmation from the customer that the phone number was a cell phone. With Searchbug, the validation process is entirely automated. The text messaging pretty much just happens."

Thanks to Searchbug, NTS provides a better suite of software to their clients, which, in turn, enables taxi companies to provide better experiences to passengers all over the country.



Searchbug is a professional online service for identifying cell phones and landlines, validating phone numbers, and much more.

Taxi Service Software Provider, NTS, Saves Time and Money With Searchbug

And Improves the Experience of Taking a Taxi

Contact us today
Call (800) 990-2939

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