

MARS

MOBILE APP ROAMING SYSTEM FOR BOOKING TRANSPORTATION SERVICES



GLOBAL BOOKING APP SERVING:

TAXICAB OPERATORS

LIMOUSINES OPERATORS

SHUTTLE OPERATIONS

PARATRANSIT SERVICE PROVIDERS

INTRODUCTION

MARS (Mobile App Roaming System) is a trip booking app for iPhone, Android and Windows phones. It's easy-to-use interface is packed with features and is designed to seamlessly connect passengers across the country with Transportation Service Providers (TSP) that serve their local area. MARS provides many options for the customer, from a simple 3-step booking process to more complex options that can include booking for friends or package delivery.

MARS is designed to provide service to multiple TSPs and will only work with participating licensed TSPs with agreed-upon roaming rules. MARS does not interfere with company dispatch policies and allows each company to operate within it's own regulations. Back end software provides each TSP the ability to monitor and manage their participation within MARS.



POWER TO THE PASSENGER

MARS is a feature-rich app with an easy user interface that gives the power to passengers to book trips as they wish.

- Choose preferred transportation provider
- Choose preferred vehicle type -- sedan, SUV, limo, shuttle, hybrid, or others
- View accurate fare estimates and info provided by the service provider
- Different levels of interaction, from quick 3-step booking to comprehensive choices
- Save favorite and recent addresses for convenient future booking
- Book a trip for now or for the future
- Book trips for friends and family or package delivery with detailed driver instructions.
- Enter instructions for the driver

SECURE PAYMENT WITH APP

MARS offers secure registration of credit cards. Payment via credit card with the app is simple and convenient for both passengers and drivers.

- Sensitive credit card data is stored with the processor, not on the booking app and may only be used with participating TSPs
- Payments with the app are received by each TSP directly
- Pay securely with the app or in vehicle with cash, vouchers or credit card
- Add multiple cards to customer profile
- Enter promotional codes & credits for full or partial fare payment
- Receive email receipts for each trip or credit card payment
- Add driver tip directly within the app



TAILORED TO EACH SERVICE PROVIDER

- TSP may customize the app to follow company policies
- TSP-specific settings allow full compliance with local regulations and license requirements
- Add company information to the app
- TSP may define rates, fleet vehicles, capacities, service area, dispatch policies, payment types and more



BRANDED AND EXCLUSIVE APP

- MARS-branded app can be used across the country with any participating licensed service provider
- TSP-branded apps maintain all MARS features and promote brand loyalty among your customers
- Exclusive MARS app maintains most MARS features and functions only with your company or network of companies



FIND THE BEST AVAILABLE DRIVER FOR YOUR TRIP

- View driver profiles and hail nearby cabs on the map
- Ask system to find nearest available vehicle
- Select preferred transportation service provider
- Request the best type of vehicle for the trip, whether; sedan, van, limo, hybrid or other



TRACK VEHICLE EN ROUTE

- View vehicle on map en route to your pickup location
- View estimated arrival time
- View driver info: picture, name, cab number and rating
- Call assigned driver directly without knowing driver number or revealing customer phone number
- Call the transportation service provider directly from the app



OTHER FEATURES OF MARS

- MARS displays all vehicles by type and TSP color near the customer's pickup location.
- Pickup address may be selected as current location or a location on the map or searched by name or street address
- Users requesting immediate pickup will be given an Estimated Time of Arrival by the TSP.
- MARS users are registered with their verified phone numbers
- Users may track the assigned vehicle to their pickup location on the device map
- For immediate pickup requests, MARS will try to find an available vehicle within 60 seconds
- Scheduled future trips are assigned to a TSP, and user will receive progress reports as the trip is assigned and vehicle is en route to pickup

