Beat: Business

THE FRENCH MODEL OF VTC PLATFORM EURECAB OPPOSES UBERIZATION

HYBRID CAR SECTOR

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USPA NEWS - Ten years ago, a global phenomenon was sweeping: the uberization of the taxi sector. A decade later, the excitement of the first years has disappeared: VTC drivers are unhappy with their relationship with platforms and customers face incomprehensible and abusive price variations which can triple at the end of the race without the customer being warned in advance! Eurecab, the French platform connects professional drivers and customers in real time and takes on the uberisation of the hybrid car sector. It puts people back at the heart of the service by allowing drivers to set their prices and customers to choose their driver.

THE UBERIZATION MOVEMENT IS QUESTIONED----------
Today, when a driver works for a VTC platform, he performs the same repetitive task throughout the day: he drives customers who have not chosen him for a price he cannot control. It is not in the role of an entrepreneur, but of an operator because it does not have the levers in hand to manage its activity. The promise of independence made to him turns out to be false.
The situation on the client side is no better. The dissatisfaction of the drivers has the direct consequence of the reduction in the quality of service: no more bottles of water and drivers in suits! In addition, the generalization of yield management algorithms (adjusting prices according to supply and demand) leads to unacceptable price variations for customers. Book a VTC during the strike where when it is most needed can cost 2 to 3 times more expensive than normal.
REDO CONTRACTORS DRIVERS----------
It is to provide a solution to these problems that Eurecab has developed a new offer: the booking of a direct driver. From now on, on Eurecab, each driver is free to set their prices and work under their name. It therefore regains its independence and can retain customers.He is no longer an operator behind the wheel but a true entrepreneur. Eurecab also applies a moderate commission limited to 12% of the price of the race, far from the confiscatory rates charged by other platforms of up to 25%.
CUSTOMER REGAINS FREEDOM OF CHOICE AND SAVES MONEY
The customer gains the freedom to choose his driver, among those located nearby. Unlike the platforms which choose the driver assigned to the customer, on the Eurecab platform it is the customer who chooses. He can consult drivers' opinions before booking, comparing prices, approach times and even picking up a driver with whom he has already traveled. No more bad surprises! Parents of young children can also rejoice since the drivers on Eurecab offer car seats, which saves them the anxiety of being refused. Now launched for immediate booking, the Eurecab model has already proven itself in advance booking. The major SNCF strikes in December were the occasion to note that, while prices exploded on the main hybrid passenger car platforms (multiplication by 2 or 3), the increase in prices for reservations on Eurecab was limited to 20%.
"Regular users of taxis and VTCs, we realized that the situation had worsened both for the drivers and for the customers: The drivers are disillusioned and the customers disenchanted. Our model allows real freedom of choice and ultimately an improvement in the service provided to customers and drivers, "says Theodore Monzies, president and co-founder of Eurecab. Source : Eurecab.

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