DATAART

DataArt helps start-up bounce into London cab booking scene

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A new entrant has burst onto the London cab app scene with help from travel software development firm DataArt.

Start-up Bounce promised to compete with existing taxi firms on price (claiming to be up to 40% cheaper), speed and reliability.

The mobile cab booking sector has seen plenty of action in London with Hailo, Cabbee and Uber all vying for prominence.

DataArt says the app it has helped develop for Bounce will connect passengers directly to Transport for London licensed minicab drivers, bypassing traditional taxi companies.

The cloud-based Android and iPhone app is said to be quick, reliable and scalable and offers a fixed price and the possibility to cut traditional taxi prices by up to 40%.

DataArt has built a dispatch system for Bounce to track minicab drivers' locations, match orders with the closest available driver and estimate taxi arrival time.

It also built Bounce's secure customer relationship management (CRM) back-end functionality which provides car payment and mobile messaging functions.

Charlotte Lamp Davies, vice president of travel and hospitality at DataArt, said: "DataArt is passionate about working with start-ups in the travel industry to build their solutions quickly and reliably from the ground up.

"Our developers worked with Bounce to deliver the back-end tools necessary to offer their customers an easy and inexpensive way to travel in London.

"DataArt's extensive industry knowledge allowed us to select and implement the best functionalities for the project, and engage them in a way that reduces operational costs and complexity for Bounce as they launch their minicab booking venture."