

SMS helps reduce cab-related sexual assaults by 46%

Business need

As part of a print, poster, radio and TV campaign for a safer London, a text message service was created to give out booking numbers for licensed minicab and black cab firms in the user's location.

MAYOR OF LONDON



The solution

Subscribers text HOME to 60835 (spells "GoTFL") and receive local, licensed, minicab and taxi booking-office phone numbers for the area they are texting from.

A Location Based Service search is used to pinpoint the subscriber's exact location, enabling the relevant information to be identified and sent.

The database of 45,000 licensed minicab operators and drivers is updated daily to maximise safety.

Results

- 46% reduction in cab-related sexual attacks on women over five years (2002 - 2007)
- Just 4% women used unlicensed minicabs in 2007 in comparison to 18% in 2003
- 100% year on year increase in monthly uptake since new branding campaign

