

UTOO Cabs

UTOO is a leading ride-sharing company in India.

 **SERVICES**

Customer Experience, Strategy, Technology, Data

 **SECTOR**

Ride Sharing

 **TECHNOLOGY**

Mobile Application (Android)

UTOO Cabs is ride sharing company based in Chennai, India. UTOO was developed by serial entrepreneurs seeking to disrupt the ride sharing market in India.

▶ **CHALLENGES / OBJECTIVES**

The company was looking for a partner to develop a scalable mobile application that could support thousands of daily rides. The team was looking for a mobile application for both users and drivers to connect and transact with transparent pricing models grounded in complex algorithms.

▶ **SOLUTIONS**

Transcend Digital developed the Android mobile applications for both drivers and riders as well as sophisticated dashboarding systems to provide management operational data to drive decision making.

▶ **RESULTS**

4th largest ride sharing application in India

▶ **CLIENT TESTIMONIAL**

“Transcend Digital was the backbone of our technology infrastructure as they successfully deployed our mobile app technology across India to support thousands of daily rides. They were a pleasure to work with and I am incredibly grateful for their services” - **KVP Baskaran**