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**ODESSA NATIONAL ACADEMY OF
FOOD TECHNOLOGIES**

International Competition of
Student Scientific Works

BLACK SEA SCIENCE 2018

PROCEEDINGS



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Ministry of Education and Science of Ukraine
Odessa National Academy of Food Technologies

International Competition of Student Scientific Works

BLACK SEA SCIENCE 2018

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**STUDY AND FORMULATION OF THE ORGANIZATIONAL
RECOMMENDATIONS: HOW TO REDUCE THE COST OF
CUSTOMER SERVICE IN THE TAXI COMPANIES?**

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We studied conditions of customer service in the taxi Companies. It was studied the conditions of customer service of many taxi Companies. These taxi Companies were from four voivodeships in Poland:

- Małopolskie,*
- Podkarpackie,*
- Śląskie,*
- Świętokrzyskie.*

In our study we used well-documented and powerful methods of analysis. Our results showed that it was different prices and conditions of customer service in different voivodeships.

The most intense competition among taxi service means population – in Końskie city (Świętokrzyskie Voivodeship).

The weakest competition among taxi service means population – in Cracow city (Małopolskie Voivodeship).

A comparison of the operating conditions of taxi companies showed how to reduce travel costs. And our study helped to formulate some organizational recommendations.

Introduction

Our academic supervisor told us about the difference in wait time for a taxi in Czestochowa (Śląskie voivodeship) and in Cracow (Małopolskie voivodeship). According to our supervisor, the waiting time for a taxi in Czestochowa is 2-3 times less than in Krakow. The price of customer service in Czestochowa is also less than in Cracow. This information became the basis for our research.

We were looking for an answer to the question: how to reduce the cost of customer service in the taxi Companies?

The aim of the study was to formulate some organizational recommendations for taxi Companies.

Analytical review

It is widely known that the price of a taxi service is expensive.

We performed a search of information and found out from sources that are widely available, what can be done to reduce costs:

- automating orders (connection without a dispatcher),
- introducing card / Blik payment options = saving time and time is money,
- installation of a gas system in cars,
- measuring fuel consumption and reducing the scale,
- determination of optimal routes (short one or where we will avoid standing in traffic jams),
- regular vehicle service – efficient cars consume less fuel and are also a guarantee of reliability,
- regular checking of tire pressure – almost 25% of the vehicle's fuel consumption results from the rolling resistance (the most important one is the rolling resistance of the tire). Good technical condition of the tire (including correct pressure) significantly reduces this resistance, thus contributing to the reduction of consumed fuel,
- loyalty card,
- optimized driving style – if the driver does not abuse unnecessary acceleration, braking then fuel consumption may be limited,
- development of competition.

Object, subject and methods of research

Object – taxi Companies.

Subject – the conditions of customer service in the taxi Companies. Methods of research:

We used well-documented and powerful methods of analysis. All of our methods were economically justified.

First, we defined of the question – what exactly we were trying to find out.

Our key research technique was to analyze some scientific sources. We used the scientific method to search for conditions of customer service in taxi Companies. In general each of us studied from 10 to 20 scientific sources on that interesting topic. After that we choose the most important ones for a detailed analysis.

The next stage of the method was the comparison of personal results obtained by members of our group.

Finally the data was interpreted and from this, we were able to draw conclusions. Then we created the new organizational recommendations for taxi Companies.

Results of work

1. General characteristics of territories' provision with taxi service

Voivodeship, city	Małopolskie, Cracow	Świętokrzyskie, Końskie	Podkarpackie, Mielec	Śląskie, Jaworzno
Number of inhabitants	754056 [1]	19774	60504 [2]	92847 [3]
Area	327 km ² [1]	34,7 km ²	47,36 km ²	153 km ² [3]
Population density	2306 os./km ²	1117 os./km ²	1280 os./km ²	607 os./km ²
Business owners of taxi Companies	Individual persons			
Work hours of taxi Companies	24/7	24/7	24/7	24/7
Price for the service	6-7 zł (start fee) + from 1,10 – 3,20 (daily tariff I), or (night tariff II) from 3,50 zł and more [4]	6 zł (start fee) + daily tariff 3,00 zł/km night tariff 4,50 zł/km [5]	6 zł (start fee) + daily tariff 2,50-5,00 zł, night tariff 3,75-7,50 zł	6 zł (start fee) + from 1,98 zł/km [6]

2. Competitive analysis

Voivodeship, city	Małopolskie, Cracow	Świętokrzyskie, Końskie	Podkarpackie, Mielec	Śląskie, Jaworzno
1	2	3	4	5
The number of taxi Companies	9 firm	11 firm	7 firm	8 firm

1	2	3	4	5
Number of inhabitants/ number of Companies	82784	1797	8663	11606
Competition analysis	An extensive mass commu- nication network (trams, buses, also at night), as well as a lot of competition among taxi companies	‘Bla-bla car’, Uber, city buses	City buses (no night courses), private buses, ‘Bla-bla car’	City buses, private buses, trains, ‘Bla- bla car’

How can you strengthen competitiveness? By:

- enabling a taxi to be called by a mobile application (most companies have this option, but not all)
- determining the route and the cost of travel in advance,
- improving the image of companies – advertising, campaigns,
- lowering the price of the night tariff,
- pro-development use of EU funds (eg for the purchase of electronic cars),
- drivers training in the field of work standardization and cooperation with clients,
- increasing personal culture among taxi drivers,
- the ability to assess the driver and driving comfort by completing the form / in the application, etc.,
- improving punctuality,
- initiating more taxi companies.

3. How to register a new taxi Company

A person who wants to run a company connected with taxi transport has to:

- turned 21 years old,
- hold a category B driving license,
- have a certificate of absence of health and psychological contraindications for work, completion of road transport training or have a letter confirming that for five years she/he worked as a driver,

- have a legal title to dispose of the vehicle,
- can not be sentenced by a valid court sentence for deliberate offenses against life and health, sexual freedom and decency, security in communication, property, credibility of documents or the environment.

The main requirements for entrepreneurs applying for a license are a requirement for good reputation.

If the taxi driver meets the above requirements, the person must additionally obtain the appropriate license. Counselor of the commune, which counts over 100,000 residents, may require a certificate from a trader to complete a road transport training in a taxi, which was confirmed by a passed exam confirming knowledge of the topography of the town and local law, by the entrepreneur who personally performs the transport. The future taxi driver can choose any type of business outside the partner company. In Poland, you can choose to run a business as a sole proprietorship, a civil partnership or a commercial company.

What else will be needed to set up a taxi company:

- buying for start 10 cars,
- good advertisement.

Conclusions

1. It was the uniting of students' results in one work. The students studied the conditions of work of taxi transport in different cities. Uniting the efforts of students gave an additional effect.

The most intense competition among taxi service means population – in Końskie city (Świętokrzyskie Voivodeship).

The weakest competition among taxi service means population – in Cracow city (Małopolskie Voivodeship).

A comparison of the operating conditions of taxi companies helped to find out how to reduce travel costs and formulate some organizational recommendations.

2. Our organizational recommendations are:

- taxi order via SMS and by the application,
- christmas discounts on journeys,
- cancellation of night, holiday or zonal tariffs,
- the possibility of ordering a taxi well in advance of the fixed hour time (excluding the situation that there is the lack of available cars while ordering),
- small gifts with the company's logo for using the taxi,

- indication in the mobile application (SMS) not only the brand of the car that is to arrive, but also the driver's data + the possibility to evaluate the journey,

- possibility of payment via a mobile application (after prior card insertion) and addition of a possibility of leaving tip,

- strengthening competitiveness.

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