



Partner

Cabforce

Products

Travelport Smartpoint SDK
Travelport Developer Network

“Delivering the Cabforce app as a plug-in for Travelport Smartpoint is an amazing opportunity for us to grow our agency customer base by orders of magnitude. At the same time, Travelport will be able to add new value for its customers based on fast, effective, fully integrated tools for taxi bookings.”

Andreas Hansson,
Chief Executive Officer, Cabforce

Helping agencies drive revenues from taxi transfers

Helping agencies drive revenues from taxi transfers Cabforce is one of the first software developers to utilize the Travelport Smartpoint Software Development Toolkit (SDK) to build applications and plug-ins. The company's innovative taxi transfer booking app integrates seamlessly into the desktop, making it available to travel agency customers worldwide.

Cabforce, a worldwide advanced booking service for taxis, minibuses and executive cars, is dedicated to providing safe, trustworthy taxi transfers. The company, headquartered in Finland, provides real-time, all-inclusive rates to over 100 destinations worldwide through its online booking application: the first of its kind in the industry.

Jani Niinimäki, Chief Technology Officer at Cabforce, says, “Previously, the taxi industry was fragmented, with no consistent tools for booking transfers and no properly aggregated content. By enabling smarter, integrated taxi booking, our new app helps agents boost revenues, save time and enhance the customer experience.”



The challenge for the taxis, minibuses and executive cars aggregator was to make its taxi booking application available to as many agents as possible in the shortest possible timeframe. To achieve this, the company integrated its application into Travelport Smartpoint, the agency desktop used by over three-quarters of Travelport customers globally to book content in the GDS.

The value for agencies

Booking taxis previously required agents to open multiple systems, which made the process time-consuming and eroded the narrow margins available. With Cabforce incorporated into the agency desktop, a taxi icon appears on screen. Agents simply click on this to see suggested services and pick-up times for flights booked in the GDS, choose vehicle options, and provide real-time quotes for customers.

The agent books taxi transfers in the same way as air travel and hotel rooms. The Cabforce application picks up flight details and customer PNR details, making the booking process fast, simple and error-free, increasing the profitability of taxi sales.

Fast, simple integration

Cabforce worked closely with Travelport to seamlessly incorporate its application into the system. "Integration was fast and simple with the Travelport Smartpoint Software Development Kit, which provides templates, guides and code samples," says Jani. "From end to end, the process took just six weeks."

As a member of the Travelport Developer Network, Cabforce also received support to streamline the implementation process. "We had frequent contact with our dedicated technical support, both on the phone and by email, which helped us finish the integration work faster," says Jani.

With the project complete, the Cabforce app is now fully available and in commercial use by the first travel agencies in the UK. The plugin is also on the Travelport Marketplace, which is undergoing Beta testing and will be released commercially in 2014.

Travelport Marketplace is a website for showcasing products built using Travelport's technology by both Travelport and its developer partners. For Travelport customers it will be a place to discover, buy and deploy great products.

As one of the first companies to make its application available in Marketplace, Cabforce and other members of the network are working with Travelport to develop the platform and optimize its functionality for Travelport partners and customers.

Creating a buzz

One of the benefits of being a Developer Network member is a commitment to support promotional activities for the applications produced. Cabforce is currently working closely with Travelport to maximize industry penetration for its application. Andreas Hansson, Cabforce Chief Executive Officer, says, "Our core business is software development, and we will never have either the customer base or sales presence that Travelport does. Through our partnership, we've been given a golden opportunity to do joint promotion which will help us maximize our business success."

Specifically, Andreas has spoken at major travel industry events with Travelport, including e-volve in Monaco and the Business Travel Show in London. Members of the Cabforce team have also been present on Travelport stands at a number of other shows. "We now have the opportunity to engage with over 75% of Travelport's agency customers through the desktop," says Jani. "These opportunities are helping us grow our business more quickly than we could have imagined."