

DELTA TAXIS

Discover how Delta Taxis could help you to achieve a better work / life balance.



WELCOME TO DELTA TAXIS.

Self Employment is at an all time high as workers become increasingly drawn to flexible hours that can be made to fit around family or hobbies.

The U.K. today has nearly 5 million self employed workers, around 15,000 of which currently operate as taxi drivers across Merseyside and West Lancashire.

Drivers in search of higher earnings tend to work longer hours that might include nights and weekends when demand outstrips supply and fare tariffs are at their most expensive.

Drivers with different priorities might trade off such profitability for flexibility in order to look after the kids, play golf, visit the gym or take care of a loved one.



THE ROLE OF A PROFESSIONAL TAXI DRIVER.

There's more to the job than just driving from A to B. You'll need to operate a mobile data terminal. Load and unload luggage whilst helping passengers in and out of the car wherever required.

You'll need to combine local knowledge with satellite navigation technology in order to identify the shortest possible route for each journey.

You'll need to take payments, give the correct change and maintain your own up to date records and accounts.

Your car must be kept clean and roadworthy each and every day whilst you continue to demonstrate good communication and great customer service skills.

The biggest challenge however facing taxi drivers today is how to find bookings within such an increasingly competitive marketplace.

That's where we come in.

DELTA TAXIS.

The law requires that private hire drivers must arrange all of their bookings through a licensed private hire operator. No one on Merseyside does this better than Delta.

We've been inviting and accepting bookings for private hire drivers since 1968, and these days handle over 10 million journeys per year.

The infrastructure we now have in place gives passengers on Merseyside reliable and trusted access to literally thousands of vetted, fully licensed and properly insured private hire drivers.

In the following section we set out 20 reasons why so many self employed taxi drivers choose to operate through Delta.

WHY OPERATE THROUGH DELTA?

HIGH EARNINGS

With over 200,000 bookings per week, Delta generates more bookings in more areas than any other operator on Merseyside, so whenever you complete a journey your next pick up is generally sooner and closer with Delta than with quieter, less popular operators.

HALF PRICE SETTLE

Drivers can save up to £500 with £50 / wk off their first 10 weeks Delta settle. Drivers transferring from hackney carriage to private hire can also recover off their settle the cost of transferring their badge and plate (T's & C's Apply).

REDUCED SETTLE SUBURBS

Cover a required threshold of bookings per week in qualifying growth suburbs and Delta will reduce your next settle by £3 / booking, all the way down to zero settle if you cover enough. Check the driver section of our website for further details.

BROADER CUSTOMER BASE

Some operators only deal with passengers paying by card and booking by App. Delta handles every type of booking, submitted by telephone, email, internet or App and paid for by cash, card or Contactless.



TRAINING & SUPPORT

Delta employs numerous DRIVER ADVISERS to provide training and support as well as evidence based guidance on how to maximise your earnings through smarter work patterns.

FAIR SHARE OF BOOKINGS

Equal earning potential for all drivers lies at the heart of Delta's operation. We therefore practise zero tolerance towards any form of cheating, with bookings assigned automatically by computerised dispatch algorithms to nearby drivers WHO HAVE BEEN AVAILABLE FOR A BOOKING THE LONGEST.

MINIMAL DEAD MILEAGE

With up to 3,000 bookings an hour flowing through the Delta dispatch system, drivers gain access to a densely packed carpet of potential customers stretching the length and breadth of Merseyside. Drivers subscribing to quieter, less popular operators continue to waste time, money and effort driving back empty to smaller patches of established customers.

CASH WORK

For many self-employed taxi drivers CASH IS KING so it's worth noting that over 75% of bookings are for cash paying customers.

ACCOUNT WORK

Businesses and Local Authorities spend millions of pounds each year with private hire drivers booked through Delta on account. Payment is all refunded off each driver's settle within a guaranteed seven days.

CARD / CONTACTLESS WORK

Delta provides free training and support for all CARD FRIENDLY drivers as well as a £10 / week settle reduction for drivers who accept card payments from passengers.

FARE STRUCTURE

With mileage rates varying from between £1.60 and £3.00 a mile the Delta Taxis fare structure strikes the perfect balance between well established patterns of consumer demand and the typical availability of self-employed drivers who govern their own hours of work.

TECHNOLOGY

Bookings require distribution protocols that are not just FAST but FAIR to both drivers and passengers, so instead of cutting corners with cheap PDAs Delta installs and maintains in each vehicle £1,500.00 worth of award winning technology – the Australian made MTI Taxi Dispatch System. Its unique dual communication ability combines Private Mobile Radio signals with GPRS mobile data networks keeping you constantly connected with potential customers. The installation includes a handheld remote, full colour touch sensitive screen, panic alarm, turn by turn satellite navigation and a range of specially designed applications to assist you in hunting and securing bookings. Nearby bookings are offered to you automatically with jobs further away displayed on a “cover screen” list for you to choose from.

Consumer demand patterns can also be displayed on a STATS PAGE showing for each area the number of:

- AVAILABLE DRIVERS
- ENGAGED DRIVERS
- BOOKINGS AWAITING COVER
- BOOKINGS COVERED IN THE LAST HOUR
- BOOKINGS COVERED IN THE NEXT HOUR THIS TIME LAST WEEK

The dispatch system software is updated regularly with new features such as a live, on-screen “FARE ESTIMATOR” and a “CALL CUSTOMER” facility enabling you to speak direct to customers you are on the way to collect.

AWARD WINNING MARKETING

We combine a £500,000.00 / year advertising budget with powerful and creative ideas to keep the Delta Taxis booking service first and foremost in everyone’s mind here on Merseyside. We deliver regular flyers to homes and businesses throughout Sefton, Liverpool, Knowsley, Wirral, St Helens and West Lancashire. We supply branded beer mats to pubs and wine bars, branded air fresheners to motorists, branded playing cards to local community bridge clubs and tens of thousands of branded, Jute Shopping bags large and small, filled with goodies for festivals and local community events. High Profile 48 sheet billboards can be seen throughout Merseyside and we also dominate the airwaves with effective radio advertising on CAPITAL FM, RADIO CITY, CITY TALK and WISH FM. The Delta Taxis booking service is also displayed across thousands of vehicles being driven by drivers who subscribe to the service.

SAFETY

For safety and security we fit all registered drivers' vehicles with a PANIC BUTTON. If activated we can track you on a real time map whilst listening in to the vehicle through covert hidden microphones. With thousands of drivers subscribing to Delta you are never usually far away from other fellow drivers who are prepared to provide immediate back up during such an emergency. We have also compiled a database of problem customers' home addresses, telephone numbers and the UDIDs of their handheld devices. If a customer displays aggression, racism or makes off without payment we can for example prevent their iPhone or Android device from being used to order taxis from us ever again. No booking system in the world can completely guarantee a driver's safety but Delta is continually seeking ways to mitigate the risks associated with drivers providing transportation services to the general public.

VALUE FOR MONEY

Given the earning potential for drivers operating through Delta, we believe £97.50 / wk (inclusive of V.A.T) represents far better value than that of quieter operators supplying less bookings in fewer areas. In stark contrast to Delta's fixed weekly fee, full time drivers operating on a commission based rideshare platform can end up paying more than £250 / week in operator fees.

HIRE CARS

Self-employed drivers can avoid the responsibility of buying and maintaining their own vehicle by renting a fully licensed and insured private hire car from Delta or indeed any of 70 or more other independent fleet operators now supplying vehicles to drivers registered with Delta. Check out the Fleet Finder section of our website.

FACILITIES

Delta's £3 Million Control Centre and its 230 personnel provide unrivalled services for self-employed private hire drivers. Admin Support is open 8am - 9pm Monday to Friday and 8am - 2pm Saturday for drivers to pay settle or update documentation. You can also choose to receive weekly invoices by email so as to make and receive payments direct through the bank. In-vehicle dispatch equipment is installed, repaired and maintained by an engineering team that is available 8am - 8pm Monday to Thursday and 8am - Midnight Friday and Saturday. Control Room Supervisors can also provide support and advice 24 hours a day via mobile radio or telephone.



FREEPHONES

A well positioned taxi free phone can generate over 25,000 bookings a year. It's essential therefore that your operator goes in strong when it comes to free phone tender management. Many operators shy away from the inhibitive costs associated with winning and maintaining key sites but Delta has always been prepared to reinvest driver settle wisely when it comes to securing future bookings. As a result, drivers subscribing to Delta now benefit from over 300 free phones within various supermarkets, hotels, health centres, pubs and restaurants throughout the whole of Merseyside.

COMMUNICATION

The Delta Taxis website provides self-employed private hire drivers with all the latest help and advice as well as a regularly updated Newsfeed section. We tap directly into local authority traffic regulation orders so that we can keep you informed of special events and road closures. We also provide updates on booking volumes, legal developments and press releases. In addition to our website, Delta maintains a live Twitter feed @deltamerseyside so that drivers, passengers and the general public can discover news and information about Delta Taxis and the wider industry.

SUSTAINED GROWTH

Why waste settle on operators with bookings in constant decline when you can subscribe to an ambitious operator like Delta that ceaselessly and aggressively campaigns to attract more business for drivers. Our recently expanded customer base now provides drivers with a busy 1,000 square kilometer work zone. For higher earnings or more sociable hours or perhaps a bit of both, subscribe to Delta today!

HOW DO I GET STARTED?

First you need to have held a full (reasonably clean) driving licence for at least 12 months and be able to pass an enhanced Criminal Records check and Group II Medical.

Our preferred training provider Antrec Limited will be able to provide you with all the relevant training, support (and in many cases Government funding) to acquire the necessary private hire driver licence.

Recent advances in satellite navigation technology means YOU DO NOT HAVE TO PASS A KNOWLEDGE TEST.

You don't have to supply your own vehicle either as these can easily be hired from a wide variety of licensed private hire vehicle fleet operators.

As a self employed independent contractor, for no extra weekly charge you can also share your hired data terminal and all the bookings it generates with any suitably qualified substitute driver, which may be a family member or friend authorised by you. A one off activation fee of £50.00 (inclusive of V.A.T) applies to each substitute authorised.

To get started just submit your details through the driver section of our website by clicking on 'BECOME A DRIVER' at www.deltataxis.net or by telephoning our team on 07969 626 513.



A better work /
life balance.

The U.K. today has nearly 5 million self employed workers, around 15,000 of which currently operate as taxi drivers across Merseyside and West Lancashire.

Enrol today!
www.deltataxis.net

Licensed by West Lancs, Wirral, St Helens, Knowsley, Sefton and Liverpool.

v3.0

