

Case study

Text Taxi



txtNation drives your sales forward...

Objective

txtNation was approached by Texttaxi who needed a messaging solution for their new venture in aiding people to find a taxi quickly using their mobile handset. txtNation was the natural answer for their needs.

Course of action

Texttaxi allows people to text the word 'TAXI' and the name of their town to a shortcode. In return, they get a message back listing taxi firms and contact numbers in their area, pulling the information from a database. Travel arrangements can be made with little fuss.

Results

This service is also available online and will give users a directory of local taxi firms. This service has been a boon to natives and tourists alike who need to make travel arrangements quickly and easily.

Texttaxi discovered a new way to generate revenue seamlessly because of the flexibility of the txtNation platform and the professionalism and market-leading knowledge of txtNation.

To see how txtNation can benefit your business and help boost your revenues in the mobile world, visit www.txtnation.com or call your local sales office.