Customer Satisfaction towards Uber Cabs

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Abstract: *Organized rental cab was introduced in Indian market in 2004 with Meru cab service and soon became popular among consumers on metropolitan cities but actual revolution came in 2010 when app based services started its operation, followed by Uber in 2013. Soon market became competitive and consumers became more demanding. Now companies are using various strategies to bring more customers as well as to retain their old customers. This study is focused on identify the Uber customers and for this data has been collected with the help of structured questionnaire. Data was collected from Hyderabad and specifically from working professionals. After data collection, statistical analysis showed that female prefer Uber service. Result of this study may help the taxi service industry to design their future marketing strategies.*

Keywords: Demographic factors, Ola service, Uber service, Customers

1. Introduction

Concept of organized rental cab was introduced to Indian consumer in 2004 when Meru cab service was launched in major metro cities of India and then almost after six years App based rental cab service was introduced in Indian market. Among various transportation mode cab service gained popularity because of its advantage of door to door service and now because of technological advancement customers were able to book cabs at competitive price in just one click using their smart phones. These App based cab services were having tremendous potential for growth in densely populated countries like India where parking is major problem because of space crunch as well as public transports are over cowered during peak hours. Slowly this convenient mode of travel started gaining popularity and competition became dense after Uber's launch in 2013.

As customers have become more demanding it's a challenging job for rental cab industry to meet the customer's expectations. Now a days not just the price but quality service also plays an important role in customer satisfaction. Now using a smart phone consumer can access, compare, evaluate and purchase. In this situations App based services such as Ola or Uber Cabs offered solution by offering various services ranging from the economic to ultimate luxury. As per a current report in the financial express introduction of App based pre-paid taxi services like Uber and Ola taxi not only grabbed customers' attention but also contributed in increasing employability by providing opportunity to drivers.

While Uber Technologies Inc. is an American worldwide online transportation Network Company founded as UberCab by Garrett Camp in 2009. In August 2013 Uber expanded to Indian market by launching its services in Bangalore. Both Uber and OLA entered the taxi services market in India having many similarities, such as concept of taxi aggregators, air conditioned taxi services, cheap price and app-based taxi services, luring passengers of major metropolitan cities.

Uber Technologies Inc. is an American international transportation network company headquartered in San Francisco, California. The company develops, markets and operates the Uber mobile app, which allows consumers with smartphones to submit a trip request which is then routed to Uber drivers who use their own cars. By 28 May, 2015, the service was available in 58 countries and 300 cities worldwide.

Since Uber's launch, several other companies have copied it business model, a trend that has come to be referred to as "Uberification. Uber was founded as "UberCab" by Travis Kalanick and Garrett Camp in 2009 and the app was released the following June. Beginning in 2012, Uber expanded internationally. In 2014, it experimented with carpooling features and made other updates. Bymid-2015, Uberwas estimated to be worth $50B. It is estimated that Uber will generate $10 billion in revenue by the end of 2015.The legality of Uber has been challenged by governments and taxi companies who allege that its use of drivers who are not licensed to drive taxicabs is unsafe and illegal.

1.1 Pricing and payments

An Uber ride in Bogotá, Colombia running the Uber app on his dashboard-mounted smart phone

Yellow Uber car in Moscow, Russia
In most cities, Uberoffers "upfront pricing"; the rider is quoted the fare that he or she will pay before requesting the ride. In some cities, Uber does not offer upfront pricing and instead calculates the price of a ride similar to a taximeter the rider is charged based on the time and distance of the ride. Uber also offers promotional rates on rides to/from certain areas at certain times. At the end of the ride, payment is made based on the rider's pre-selected preferences, which could be a credit card on file, cash, or, in certain cities, other methods such as via Google Wallet or Airtel mobile wallet.

Dynamic pricing

Uber fares are based on a dynamic pricing model; the same route costs different amounts at different times as a result of factors such as the supply and demand for Uber drivers at the time the ride is requested. When rides are in high demand in a certain area and there are not enough drivers in such area, Uber fares increase to get more drivers to that area and to reduce demand for rides in that area. The rate quoted to the rider will reflect such dynamic pricing. The dynamic pricing model has led to criticism particularly during disasters.

Rating scores

Users of the app may rate drivers; in turn, drivers may rate users, both on a scale of 1 to 5 stars. A low rating might diminish the availability and convenience of the service to the user. If a driver rates a rider at three stars or below, the rider will never be paired with that driver again. Uber can also deactivate or otherwise punish drivers that get low average ratings from riders.

Requirements for driving

In some markets, where leasing arrangements for vehicles are available, the only requirement for driving for Uber, other than appropriate age, health, car age and type, and ability to drive, is passing a background check.Both a Smartphone or tablet, and a vehicle may be leased. In many cities, vehicles used by Uber drivers must pass annual safety inspections and must have an Uber emblem posted in the passenger window.

Legislation in some cities, such as San Francisco, requires individuals who drive for Uber to also have a business license in the city in which they drive.

Uber drivers are considered independent contractors and not employees, though this has been disputed in some legal jurisdictions.

Driver selfies as a safety mechanism

A mechanism called "Real-Time ID Check" requires some drivers to occasionally take selfies before accepting ride requests, to verify identity and prevent drivers' accounts from being compromised.

1.2 Objective of the Study

1) To know the customer satisfaction about uber cabs.
2) To know the determinants of the uber cabs riding.

1.3 Need and Importance of the Study

- Uber gives consumers a choice between regulated taxi cab companies and other forms of transportation, and can potentially provide drivers with "flexible and independent jobs".
- Users can track the car picking them up on their smart phone, which allows them to know when it will arrive. A receipt will be automatically sent via email.

1.4 Scope of the Study

- The scope of project work is to get the opinions from respondents on the issues mentioned earlier.
- It is limited to the city of Hyderabad.

1.5 Research Methodology

Research in common pursuance refers to a search for knowledge in a scientific and systematic way for pursuant information on a specified topic.

Once the objective is identified that next step is to collect the data which is relevance to the problem identified and analyze the collected data in order to find out the hidden reasons for the problem. There are two types of data namely.
1) Primary Data
2) Secondary Data

1) Primary Data

Primary data is collected by the concerned project researcher with relevance to problem. So the primary data is original in nature and is collected first hand.

Collection of primary data

There are several methods of collecting primary data particularly in surveys and descriptive researches. Important ones are as follows:

Questionnaire

The researcher and the respondents do come in contact with each other if this method of survey is adopted. Questionnaires are mailed to the respondents with a request to return after completing the same. It is the most extensively used method in various economic and business surveys & research. Questionnaire to be used must be prepared very carefully so that it may prove to be effective in collecting the relevant information.

Structured questionnaire

Using structured questionnaire method, which contains close-ended questions, collected the primary data with respect the problem chosen. The questions have some options, from which the respondents have to choose a choice. As the answers lie within a specified range they are called close-ended questions.

Open-ended questions are those questions where no choices are given to respondents and respondents are free to express their choice or answer.

The following sampling method was used.

Sampling:

A non-probability conclusive sampling method was used in the study for data collection.

Sample size:

The sample was taken from the universe on random sampling basis in Hyderabad. The sample size designed for this project is 100 keeping in mind the paucity of time and also the customer base of the organization in the research area.

Research Methodology

A structured questionnaire was prepared and presented to the respondents and related questions were asked. Questionnaires mainly contained close-ended questions and a few open ended questions, to identify the reasons for customers satisfaction & their dissatisfaction.

Secondary data

It is the data already existing, which has gone through some standard analysis. Under the secondary data, the company's annual reports, broachers, pamphlets, newspapers, journals and internet were taken into consideration.

1.6 Limitation of the Study

1) The present research is restricted to the twin cities of Hyderabad city only.
2) The sample size taken is only 100 and as such is very small as compared to the universe, this is due to the constraints of time and effort, and as such may not be enough to generalize to the entire population, however it is presumed that the sample represents the universe.
3) Respondents might have responded with the actual feelings of facts while giving responses to the questionnaire.
4) Time being a limiting factor was not sufficient to gather opinions from majority of the respondents, who form part of the universal sample.
5) While every care as been taken to eliminate perceptual bias from the side of the researcher and the respondents however certain element of bias might have set in to the research inadverantly.
6) Since this study concentrated on customer satisfaction towards **Uber cabs** no attempt was made to study other activities of the organization. Such as finance, human resource management etc.,

2. Review of Literature

Ola and Uber have grown tremendously over a period of time with an objective of solving the inter-city and intra-city commuting problems of customers. These companies are spending huge funds in marketing, competitive price and recruitments of new drivers which leading to expansions of new markets (Sharma and Das, 2017). Sometimes these strategies resulted in very less priced services, even less than the fares charges by 3- wheeler auto rickshaws (Mumbai Grahak Panchayat, 2017).

Ever changing technology is fueling the growth of organized car rental industry, convenience of booking cab service sitting at your place is one of the most important feature of this app based taxi service. Currently Ola and Uber are two major players in organized cab service sector in India. In a report by Industry: companies in September 2016Ola showed to capture70 % Indian market (Figure: 1)[3].

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Figure 1: Ola Vs Uber[3]

While in 2017 a report by RegaliX Research [4]suggested that Uber is Young India's most preferred app based taxis service with 55% usage while Ola has 41% usage. Report also concluded that Uber is no.1 cab service with high customer satisfaction, economy, safety& 'recommend to friend & family' across India.

One more survey by Hyderabad Graham Panchayat[5, 2017] concluded that 80% of respondents feel that Uber/ Ola are offering better option of travel than traditional taxis services in Mumbai. And almost 67% of respondents are satisfied with behavior of Uber/Ola drivers while 14% found it as average followed by 19 % found it as bad.

Literature Review

Call taxi system in India has grown significantly in India and infrastructure growth, growth of middle class, increasing disposable incomes and growing GDP are some of the factors responsible. The rise of the BPO industry isone of the reason to growth of this sector because of odd working hours. This growth can be seen morein metropolitan cities of India (Rahman, 2014)and there is intense competition among various operators like Ola, Uber, Radio cabs, Yellow cabs and Meru etc. So to sustain in this competitive market it is necessary to understand the users of the rental cab service. Various studies and researches have been done to understand the factors important while choosing a rentalcar.

Call taxi app (CTA) helped in increasing perceived usefulness, ease of use, playfulness and subjective norms (Peng *et. al.,*2014).This also helps in convenience of tracing user and service provider(Chen ,2014).A study by Lu et al (2015) suggested that self- service mobile technologies give

control to commuters to access lot of information with the help of technology. Horsu and Yeboah (2015) had revealed in their study that driver behavior have negative correlation on customer satisfaction in Ghana. Other variables continuous service, comfort, reliability and affordability have an impact on customer satisfaction with regard to minicab taxi. One study by Paronda et al (2016) identified the key performance indicators of conventional taxis which includes reliability, travel speed, passenger expenses and quality of service. Study based on surveys for 30 days concluded that Uber and GrabCaroffers better quality services than conventional taxis. For Indian market similar studies have been done, a research by Hanif and Sagar (2016) suggested that cab services has a huge potential for growth in Mumbai targeting middle and affluent class. Consumer not only use cab service for commutation but also for visiting a shopping mall, attending late night party or going out on special occasion. Study also showed that customer satisfaction level is very high, showing positive sign for future growth and expansion of business

Aggregator taxi companies 's tied up with the mobile wallets companies like Free Charge, PayTM, Mobikiwiki which helped in providing hazel free ride to customers by providing customers easy payment options with offers and discounts for rides(Kavita and Rajeswari ,2016).Consumer's preference for online transaction push Uber to create taxi service portal as well as Uber is also started spending on various marketing strategies and information technology.

Ruchi et al (2017) studied various factors of dynamics of Indian taxi markets such as pricing, their revenue models, market share etc. Utsav Pandya et al (2017) identified technology trends, safety, and price, ease of availability, comfort and payment options affecting public taxi market. SaritPrava Das et al (2017) identified convenience, quality services, transparency and safety as most important parameters for selecting pre booked taxis. A study by Kumar and Kumar (2016) showed that consumers were interested to redeem coupons while selecting cab services and were comfortable to redeem coupons through mobile apps while booking cab services. With customers, service providers are also important in any service industry, in this regard a research by Ruchika Malik (2017) identified that retaining drivers by initiatives like monetary awards of influence customer decision. Ola is using reward systems to motivate their drivers thus motivating them as well as involving them in resolving the customer grievances to build a loyal base of drivers. On other side Uber offers rewards and discounts under their UberCLUB program. This program is not only design impact drivers but is also designed to help their family by providing them various offers related to automobile insurance, vehicle maintenance, lifestyle, health and wellness to their everyday life. There are three categories Silver, Gold and Diamond, based on the quality and performance of each driver. One more comparatively study of Ola and Uber by Allamdas Rohit H. (2017) suggested that as Indian consumers and highly price-sensitive and very less brand loyal, companies need to design new packages to attract new customers and to keep existing customers. Similar research by Shukla et al (2017) on OLA and UBER suggested, to adopt highly innovative and customer-centric strategies to increase market share

Geeta Kesavaraj (2013), reveals that "As global competition grows, communication and technology channels open up new markets, and products and services are translated into a wide array of choices for our audiences, companies must work harder than ever to gain and keep customers at a competitive cost. In this new age, companies must focus their strategy, energy, processes and budgets to improve their knowledge and commitment to customers. It is imperative that companies make it their priority to use innovative Customer Relationship Management methodologies and to know how to implement customer centric strategies, together with the use of adequate technologies to aid in this process".

Tazyn Rahman (2014), According to the industry sources, unorganized operators dominate about 85% of the market. The car rental industry grew from ` 30bn in FY03 to ` 200bn in FY11 notching up an annual average growth of 30%.The Radio cabs business has emerged as one of the fastest growing businesses in the Indian transportation sector. The concept of 24- hour radio cabs caught up in the country about a decade back with Delhi-based Mega Corp setting the wheels rolling under the Mega Cabs brand in cities such as Bangalore, Mumbai, Calcutta, Chandigarh, Ludhiana and Amritsar. Guwahati also is not laying back in this regard. Private luxury taxi operators in Guwahati are also planning to expand their fleets in the absence of a state owned service and the shift by most commuters to the economical yet comfortable mode of transport. The Northeast is a prime destination for tourist, so the demand for car rental services can only get bigger. In the absence of a state owned radio cab service in Guwahati, the private players are eyeing big business. My Taxi has the pioneered private taxi operators (not radio taxi) to hit the road in 2010 followed by Prime Cabs. Prime Cabs launched in 2012 has emerged as the first organized Radio taxi service provider. Prime Cabs offers a cab service that emulates the best taxi service norms across the world. Their endeavor is to ensure that customers need for commuting is met every time they need to commute and in as hassle free a manner as possible. The prime objective of this study is to understand the customer perception and customer satisfaction level on Radio Taxi services with special reference to the city of Guwahati and to offer suggestion to improve the performance of the services. Dipesh Bhawnani, et. al.,(2015), focuses on analyzing the cab.

A company to analyze its frequent customers: so that the company can understand its customers and can provide different offers to them. Demand of cabs of particular type and at particular location and time, so that the company could make necessary arrangement of particular cab like small cabs, luxury cars, buses etc. We have analyzed the possible cancellations of cab booking by the customer using data obtained from the company. The goal is to reduce the cost incurred by the company as a result of cab cancellations made by the customer. Cab companies will be able to manage its vendors and drivers by providing them with up to date information about Customer cancellations. We have also analyzed travel and package type used by the customer. Tableau is used to connect hortonworks hive data source and the data is analyzed and shown in graphical format for better visualization and understanding. Kumar, Kishore &

Namavaram, Ramesh. (2016), The purpose of this paper is to study the factors influencing the consumers while selecting cab services. The dependent variable is 'coupon redemption behavior' and independent variables are innovativeness and price consciousness. The relationship between dependent and independent variables are empirically verified through statistical methods. The statistical tools like correlation, regression and descriptive statistics are used for data analysis. It is found from the study that consumers are interested to redeem coupons while selecting cab services. It is also revealed from the study that consumers are comfortable to redeem coupons through mobile apps while booking cab services.

Rexi A. (2016) states that "Call taxi have a greater value in the community, in the taxi industry is regulated in various ways by the state Governments through their respective Departments of Transport. Through this regulation the Government is able to exert some control over the activities of the industry, with the ultimate objective of providing a higher level of service (a complex construct in itself) to the public. In the current scenario the best and convenient way to travel to and from bus stands, railway stations, airports and to other places of interest in Coimbatore is by call taxi. There are as many as 40 to 50 call taxi service providers available in the Coimbatore city and its suburbs call taxi service is mostly available 4 hours within the day. And people regard it as the most convenient way to travel. this study is mainly used to identify the awareness towards call taxi services, factors influencing the choice of call taxi services, satisfaction towards the call taxi services, and the problem faced by people while using call taxi services.

Ruchi Shukla, Ashish Chandra & Himanshi Jain (2017) states that "Every other day in India, there is a new start up offering efficient cab service to the citizens operating in urban and rural lifestyles. This raises a question that is India going through a possible 'Taxi Revolution' In this paper, an attempt has been made to do comparative study of two of such taxi aggregators that have radically changed the way "the great Indian middle class" commutes daily-Ola and Uber.

New report explores the benefits of Uber

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A report found why Uber was becoming increasingly popular. Source: Supplied

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http://www.news.com.au/finance/business/travel/a-new-report-explores-the-benefits-of-uber/news-story/5e41687c9bc2614f07015f85eb784f7f

AUSTRALIANS can save 800,000 hours a year just by catching an Uber instead of a taxi.
A new study found people wasted an extra three minutes waiting for a taxi, with most UberX passengers picked up in about 4.5 minutes as opposed to eight minutes with a taxi.

The report by Deloitte Access Economics, commissioned by Uber, looked into why ridesharing was starting to overtake the taxi industry.

However, Australian Taxi Industry Association chief executive Blair Davies believes the research is a "marketing document" that slams taxis and glosses over the things wrong with Uber.

"On a busy night, if no available taxis are in your vicinity, it might take a taxi 45 minutes to get to you, but at least you get the service," he said.

"If Uber does not have a car in your location, you're not allowed to make a booking, so in that case their average wait times are down."

Uber has been operating illegally in Australia, without regulations, but now the government is starting to embrace it.

It does not yet have government approval in Victoria but it has been legalised in the ACT and NSW.

UberX will soon be legalised in Western Australia and a review of the ridesharing service in Queensland will wrap up later this year.

Where UberX is legalised, drivers must follow certain regulations and are banned from cab ranks and from picking up those hailing on the street, which keeps taxis competitive.

There have been more than 10 million UberX rides ordered through the smart phone app since the ridesharing service was launched in Australia in 2014 and the new report looks at the great Ubervs taxi debate, and finds the ridesharing service is cheaper, safer and will be more economical in the future.

Ubervs taxis: The war explained

Cost

UBER is cheaper than taxis, a main reason for the ridesharing service's growing popularity.

The Deloitte report found Uber trips in August last year were almost 20 per cent cheaper than similar rides in taxis.

An UberX trip in Sydney that was $22.44, cost almost $6 more in a cab.

By catching UberX, passengers saved about $4 per trip in Melbourne, about $7.50 in Brisbane and about $5 in Perth.

The report found these cheaper costs enticed more people to switch from taxis to the ridesharing service.

The total saving for Australian passengers who choose UberX over taxis is $31 million a year.

Mr Davies did not believe UberX would be saving that much money a year.

"It doesn't seem as though this report has factored in what is the cost of the service not being as accessible as taxis," he said.

"Taxis are more expensive but we need to provide fully accessible services and 10 per cent of our fleet needs to have wheelchair access."

Mr Davies said it was also important not to forget the price hike during public holidays, with people on New Year's Eve complaining about paying nine times more for the ridesharing service.

Safety

ONE of the major dangers of catching a taxi is the anonymity between passengers and drivers.

The report found Uber has reduced the risks associated with getting from A to B because both passengers and drivers have profiles that can be checked before pick-up.

"The Uber application may remove anonymity, thus reducing an incentive to commit crime and allowing ease of reporting of any incidents," the report said.

Another safety measure is the "share my ETA" feature.

Riders are able to share their journey in real time with friends and family, which is vital in case there is an emergency.

There are actually also really stringent rules for people wanting to become Uber drivers and there are number of vehicle and personal requirements people have to meet.

To be an UberX driver you must be 21 and have a full driver's licence.

You must not have had three minor offences, three demerit points or less, in the past three years, and no major offences, four demerit points or more, in the past three years.

Any drug or alcohol offences or a prior police record will cross you off the list of suitable UberX drivers.

Rules are also strict for vehicles used to pick up paying customers.

They must have four doors or more, be less than nine years old, be registered and not have decal or commercial branding.

Mr Davies however did not believe taxis were unsafe.

"I think it's peculiar talking about Uber being safer than taxis when UberX vehicles don't have security camera systems to protect drivers and passengers," he said.

"For an innovative service, why wouldn't you be using a technological system that is proven to make an experience safer?

3. Future Growth

THE report found Uber could actually benefit the government, providing it with data that would show where more public transport was needed.

More than 60 per cent of Uber rides start in "transport deserts", locations that are not within an 800-metre radius of public transport.

The report found Uber could also reduce environmental problems if UberPOOLwas introduced to Australia.

UberPOOL is a carpooling service, where at least two passengers in the same area are picked up and dropped at their destinations.

The report states this service would decrease traffic congestion.

"One analysis has suggested that if taxi and ridesharing services were to decrease, the number of motor vehicles owned in Australia by 10 per cent, or by 1.8 million mid-sized cars, families would save approximately $14.4 billion, based on a cost of $8000 per car per year," the report said.

"Uber estimated that relying on ridesharing as opposed to public vehicle transportation would mean an average person could afford up to 882 UberX rides per year with the savings."

Other data provided to the government could help it identify a need for new roads or road upgrades.

Mr Davies said however UberX vehicles were a detriment to the environment.

"They can be mum and dad vehicles up to nine years old and are not fuel efficient," he said.

"You look at taxis and a high proportion of them are hybrid and a number of the cars are using LPG, which is a much cleaner fuel."

TED WILSON REVIEWS THE WORLD: UBER
★★★★☆
https://electricliterature.com/ted-wilson-reviews-the-world-uber-3ff454029076

Hello, and welcome to my week-by-week review of the world. Today I am reviewing Uber.

Uber is a taxi business where the taxis look just like regular cars and the drivers look just like regular people. It's pretty inventive. Last week I rode in my first one. It felt like I was in the back seat of a strangers car. Like hitchhiking but not for free.

My driver was namedAmeer and his day job is as a regular taxi driver. We didn't talk much because when I asked him questions he said, "No talking." I guess he had a lot on his mind and wanted to focus on the road.

Unfortunately it was raining, so the 27-minute ride cost me $112.47. This is no different from regular taxis. Like the time I took a regular taxi and at the end of the trip the driver said, "It's raining so give me an extra $80." And I did, of course, because he made a good point. Then he asked me for all kinds of personal information just likeUber does.

What really sets Uber apart from other taxi businesses is how you can hail them with your cell phone instead of having to raise your hand. With a regular taxi you never know who the driver might be but with Uber's taxi service you can choose your driver by their photo. That way you can be sure to select someone who looks like they probably won't sexually assault you.

I had chosen Ameer because I liked the shirt he was wearing. He turned out not to be wearing it when he arrived five minutes after I hailed him, so I guess he stopped somewhere along the way to change. He must have spilled coffee on it or something. I liked that he cared about his appearance.

As I passed pedestrians I waved to them excitedly. "Look at me," I screamed. "I'm in an irregular taxi!" No one looked, however, I think because to them it just looked like a car. And also I couldn't figure out how to lower my window, so it was probably hard to hear me anyway. "Stop screaming, I can't stand you," screamed Ameer extra loudly so I could hear him over my own screaming. That was the most he said to me.

I cheered up slightly when he dropped me off because he stopped in the middle of an intersection blocking traffic. It made me feel important and powerful to make everyone have to wait for me, like I mattered.

Best Feature: It's hard to pick just one best feature when the whole experience is amazing!

Worst Feature: No one can tell you're in an Uber taxi unless you yell it at them.

Customer Satisfaction

Definition of Customer Satisfaction

Kotler(1997) defines customer satisfaction as follows:

Satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a Product's perceived performance (or outcome) in relation to his or her expectations.

Brown (1992) defines customer satisfaction as:

The state in which customer needs, wants and expectations throughout the product or service's life are met or exceeded resulting in repeat purchase, loyalty and favorable worth-of mouth.

According to **Jones and Sasser** (1995), four basic elements affect customer satisfaction.

They are: The basic elements of the product or service, basic support services, a recovery process for counteracting bad experiences, and extraordinary service. There are many definitions of the key elements of the services, but this one is considered appropriate in the context of care or after sales services.

4. Company Profile

UBER	
Formerly called	UberCab (2009–2011)
Type	Privately held company
Industry	Transportation
	Delivery (commerce)
Founded	March 2009; 8 years ago
Founders	Travis Kalanick
	Garrett Camp
Headquarters	San Francisco, California
Area served	Worldwide, 570 cities
Key people	Travis Kalanick (CEO)
	Thuan Pham CTO)
	Ryan Graves (COO)
	Emil Michael (VP, Business)
Products	Mobile app website
Services	Transportation network company
	Vehicle for hire
	Delivery (commerce)
Revenue	▲ US$10.8 billion (2015)
Operating income	▲ US$1.5 billion (2015)
Net income	▼ −US$2.0 billion (2015)
Number of employees	6,700
Divisions	UberEATS Otto (company)
Website	uber.com

Icon for rider app as of November 2016

Uber is a ridesharing **app** for fast, reliable rides in minutes—day or night. There's no need to park or wait for a taxi or bus. With **Uber**, you just tap to request a ride, and it's easy to pay with credit or cash in select cities. The **app** uses your location so your driver knows where to pick you up.

5. Early History

Travis Kalanick, co-founder and CEO of Uber, in 2013

Uber was founded in 2009 as UberCab by Garrett Camp, the cofounder of Stumble upon, and Travis Kalanick, who had sold his Red Swoosh startup for $19 million in 2007.

Kalanick joined Camp and gives him "full credit for the idea of Uber. On New Years' Eve, Camp spent $800 hiring a private driver with friends and had been mulling over ways to decrease the cost of black car services ever since. He realized that sharing the cost with people could make it affordable, and his idea morphed into Uber.[53] "Garrett is the guy who invented that shit," Kalanick said at an early Uber event in San Francisco.[The first prototype was built by Camp, and his friends, Oscar Salazar and Conrad Whelan, with Kalanick being brought on as a "mega advisor" to the company.

Following a beta launch in May 2010, Uber's services and mobile app officially launched in San Francisco in 2011. Originally, the application only allowed users to hail a black luxury car and the price was 1.5 times that of a taxi.

In February 2010, Ryan Graves became the first Uber employee, getting the job by responding to a tweet from Kalanick announcing the job opening, and receiving 5-10% of the company. Graves started out as general manager and shortly after the launch was named as CEO.After ten monthsKalanick succeeded Graves as CEO in December 2010. Graves stepped down to become the company's COO.

In 2011, the company changed its name from UberCab to Uber. During the initial development of the Uber app, the company created a think tank consisting of a nuclear physicist, a computational neuroscientist, and a machinery expert who worked on predicting demand for private hire car drivers and where demand is highest.

UberX
In July 2012, the company introduced uberX, a service option which allows anyone to drive for Uber using their own car, subject to a background check and car requirements. By early 2013, the service was operating in 35 cities.

The launch of the UberX service caused some dissatisfaction among existing drivers whose earnings decreased as a result of the increased competition at lower rates.

Uber announced a carpooling service called UberPool at the start of August 2014, after a beta testing phase in the San Francisco Bay Area UberPool matches riders with another rider who is traveling in the same direction—the app will share the first name of the other rider and the planned route. The price for this service is less than all other Uber service levels.

In December 2014, Uber expanded the UberPool concept to New York City.

Self-driving car research
Uber autonomous vehicle testing in San Francisco in October 2016. In 2015, Uber CEO Travis Kalanick spoke about his desire to eventually move to using self-driving cars for Uber vehicles. By May 2015, the company had hired many researchers from the robotics department of Carnegie Mellon University and established Uber's Advanced Technologies Center the Strip District, Pittsburgh.

On September 14, 2016, Uber launched its first self-driving car services to select customers in Pittsburgh, including Pittsburgh Mayor Bill Peduto using a fleet of Ford Fusion cars each equipped with 20 cameras, seven lasers, GPS, lidar and radar equipment that enables the car to create a three-dimensional map utilizing landmarks and other contextual information to keep track of its position.

On December 14, 2016, Uber began using self-driving Volvo XC90 SUVs in its hometown of San Francisco. On December 21, 2016, the California Department of Motor Vehicles revoked the registration of the 16 vehicles Uber was using for the test and forced the program to cease operations in California. Uber then moved the program to Arizona, where the cars are picking up passengers, albeit with 2uber engineers in the front seats as a safety precaution. In March 2017, an Uber self-driving car was flipped on its side by a vehicle which failed to yield.

Helicopter service
In July 2014, Uberpartnered with Blade to offer helicopter rides from New York City to The Hamptons for $3,000 each, including during Independence Day in a service called "UberCHOPPER". In 2016, the company partnered with Airbus for a one month trial of "UberCopter", a $63 Uber helicopter service, in São Paulo, a city famous for its extreme traffic congestion. Uber, in partnership with Blade, has also provided helicopter service for specific events, including the Cannes Film Festival and Sundance Film Festival with flights from Salt Lake City International Airport to Park City, Utah. Uber announced on September 25, 2016 that it was looking into urban transportation with flying vehicles. At Re/code's Nantucket Conference, the head of Uber's products, Jeff Holden stated that the company wanted to "someday offer our customers as many options as possible to move around ... doing it in a three-dimensional way is an obvious thing to look at." A statement at the American Helicopter Society International-led joint workshop on Transformative Vertical Flight on September 29, Uber product manager Nikhil Goelstated that "To us, urban air transportation is simply a key initiative or our mission, right? Not only because it can cut congestion – it's got massive potential to do that – but it allows us to move people from Point A to B much, much faster than you would otherwise. If you do it in all-electric vehicles, you can do it with zero emissions." Uber published a 99-page "white paper" exploring the possibility of developing a "fully electric, vertical-takeoff-and-landing plane" network (called "Elevate") within ten years, for use in short journeys. Although technically feasible, the development of such a program is expected to encounter safety and regulatory obstacles.

Mapping technology

In November 2015, Uber signed a global partnership deal with Dutch satellite navigation company TomTom to provide maps and traffic data for the Uber driver app across 300 cities. In September that same year, Uber began mapping UK city streets in an effort to identify the best pick-up and drop-off points. The lift-sharing firm plans to extend its mapping activities to other British cities including Manchester, Birmingham and Leeds.

What is Uber?

To passengers, Uber is essentially synonymous with taxis, and to drivers, it's basically a referral service. The Android, iOS and Windows Phone app connects riders with drivers using their phone's GPS capabilities, letting both parties know one another's location and removing the question of when the ride will actually arrive. In addition, the tech company also processes all payments involved, charging the passenger's credit card, taking a cut for itself (which ranges from 5% to 20%), and direct depositing the remaining money into the driver's account, all in the background and completely cashless.

Depending on availability, Uber also offers several different levels of service. The service's lowest-cost option, UberX, runs in everyday cars like the Toyota Prius. Uber Black is the company's original service, costing a bit more but running in high-end town cars with professional drivers. Uber SUV is precisely what it sounds like, charging a premium for a larger vehicle. Uber LUX is the top-of-the-line option, operating in posh rides like Porsche Panameras and BMW 7 series sedans.

Who drives for Uber?

Uber requires that its drivers pass a DMV and background check. They also must have their own car and it must be insured. Because of these minimal requirements, the service attracts an eclectic array of people. For example, one time in Seattle, I was picked up by a part-time biomedical engineer who moonlit as a rideshare driver to pay for his Tesla Model S (which he used as his Uber vehicle). Alternatively, my most recent ride was with Tony, a professional car service driver originally from Africa, who was using Uber as a full-time job to support his family. In addition, the company has developed an Uber Taxi service that has been tested in multiple cities, and can be used by cabs (dependent on local regulations). But since UberX boasts rates that are 26 percent lower than taxis, on average, you can imagine this isn't a fixture you're likely to find next to the typical cab meter.

Where does Uber operate?

In 45 countries and cities from Abu Dhabi to Zurich, the company's reach is staggering and its effect is unifying. If you know how to hail an Uber in Akron, Ohio you can also figure it out in TaiPei, Taiwan. Still, in the U.S., where regulations vary by city, county, and state, the service hasn't been allowed everywhere. For example, though it is legal to sleep on the sidewalk in Portland, Ore., you cannot hail an Uber there.

When does Uber Run?

Uber fancies itself more as a platform and less as an employer, so that's really a question for the drivers—and essentially, it's an issue of demand. In a 24-hour-per-day city like New York, there's always someone looking for a ride. But in smaller Uberbergs like Blacksburg, Virg, the app is likely a dead zone in the middle of the night. Still, if you fire up the app and can see a car on the map, there's one nearby. Hail the ride and you'll get a fairly accurate estimated time of arrival. This Uber feature is a major draw, and compared to calling a taxi dispatcher and being given a rough estimate for arrival, there's no surprise why the service is doing so well.

6. Data Collection and Analysis

Analysis and findings

The total number of respondents of the survey is 100 from Hyderabad city only.

The data collected is through primary source, through interviewing the concerned respondents by sending them a structured questionnaire with the help google forms, which includes few open-ended questions

Presentation of data collected

Table 1: Classification of Occupation

Particulars	No. of respondents	Percentage
Student	37	37%
Employee	20	20%
Business	18	18%
Others	25	25%
Total	100	100%

Data Analysis

The table no.1 shows that out of 100 percentage responds 37 percentage are students, 20 percentage are employee, 18 percentage are of business and 25percentage are of other occupation.

Gender

Table 2

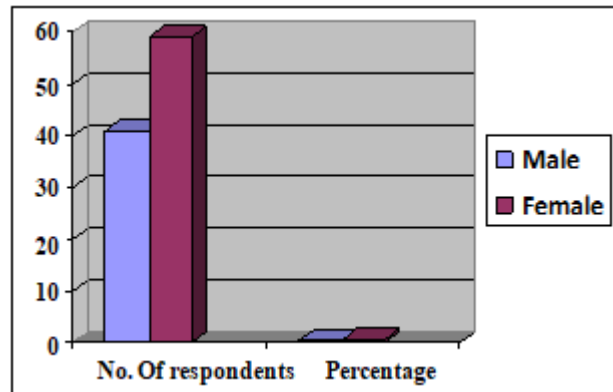| Particulars	No. of respondents	Percentage
Male	41	41%
Female	59	59%
Total	100	100%

Gender

Chart 2

Data analysis

Out 100 percentage respondents 41 percentage are male and 59 percentage are female.

Usage of uber cab

Table 3

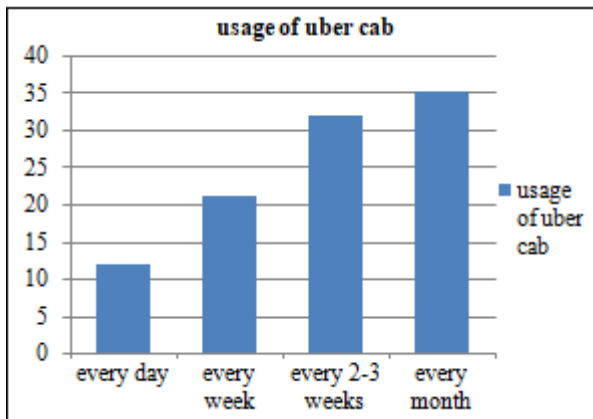| Particulars	No. of respondents	Percentage
Every day	12	12%
Every week	21	21%
Every 2-3 weeks	32	32%
Every month	35	35%
Total	100	100%

Chart 3

Data analysis

Out of 100 percentage respondents 35 percentage use uber cab every month, 32 percentage use every 2-3 weeks, 21 percentage use every week and 12 percentage use uber cab every day.

Number of persons having uber app in phone

Table 4

Particulars	No. Of respondents	Percentage
Yes	71	71%
No	29	29%
Total	100	100%
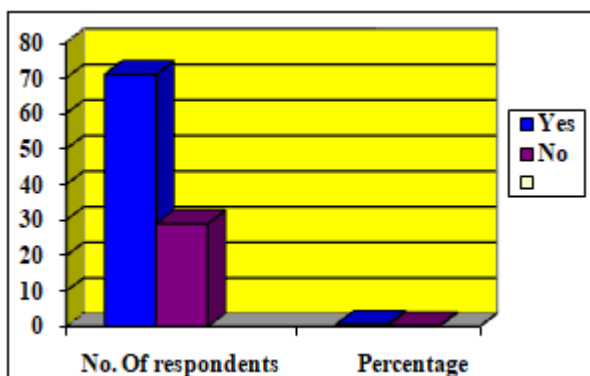
Chart 4

Data analysis

From the table NO.4 it is seen that 71 percentage of the respondents having uber app in their phone. While 29 percentage respondents are not having uber app in their phone.

Average uber cab journey time

Table 5

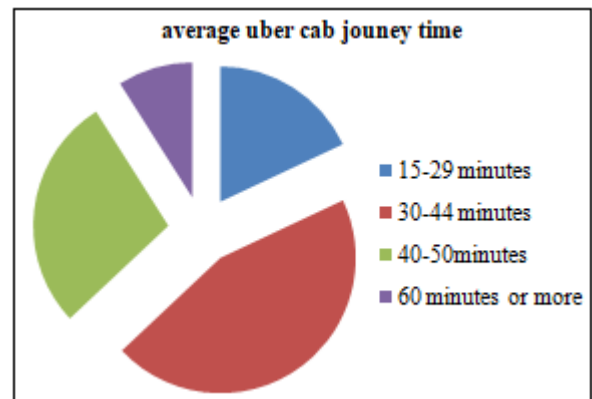| Particulars	No. of respondents	Percentage
15-29 minutes	18	18%
30-44 minutes	45	45%
40-50 minutes	28	28%
60 minutes or more	9	9%
Total	100	100%

Chart 5

Data analysis

from the overall 100 respondents 45 percentage travel 30-44minutes, 28 percentage travel 40-50 minutes, 15 percentage travel 15-29 minutes and 9 percentage travel 60 or more minutes through uber cab.

Usage of Ubercabs for personal travel or professional travel

Table 6

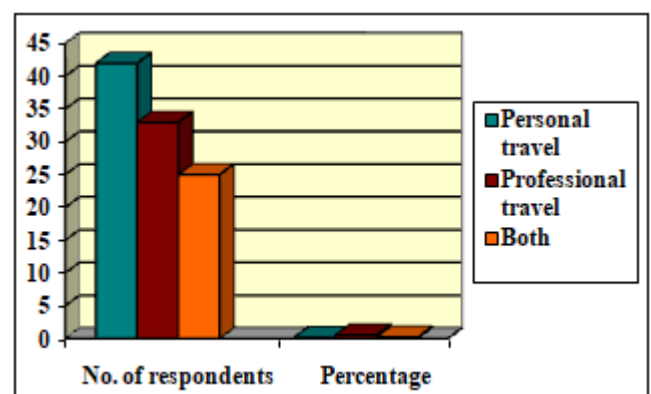| Particular	No. of respondents	Percentage
Personal travel	42	20%
Professional travel	33	56%
Both	25	24%
Total	100	100%

Chart 6

Data analysis

42 percentagetravel byuber cab for personal use, 33 percentage travel for professional and 25 percentage travel for both

Safety of Ubercab during day time

Table 7

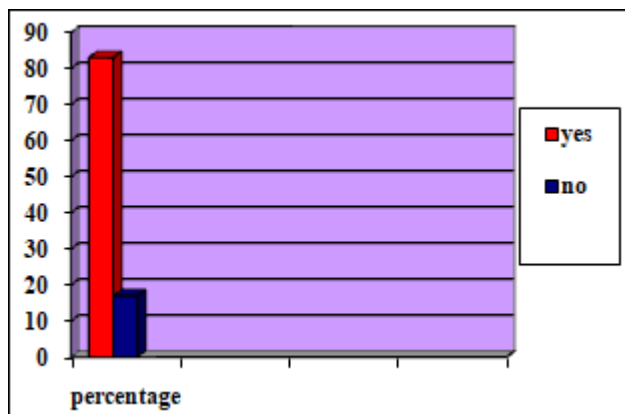| Particulars	No. Of respondents	Percentage
Yes	83	83%
No	17	17%
Total	100	100%

Safety of uber cab during day time

Chart 7

Data analysis:

The table no.7 shows that100 percentage respondent 83 percentage respondent feel safe while travelling in uber cab during day time while 17 percentage respondent feel unsafe.

Safety of uber cab during night time

Table 8

Particulars	No. of respondents	Percentage
Yes	59	59%
No	41	41%
Total	100	100%
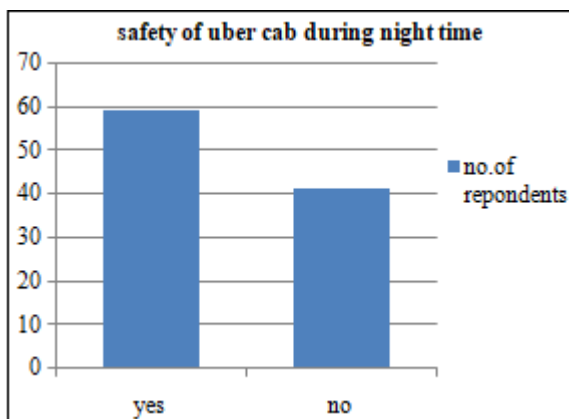
Chart 8

Data analysis

Out of 100 percentage respondent 59 percentage feel safe while travelling in uber cab at night and41 percentagefeel unsafe during night time.

Respondent likes towards conversation with uber cab driver

Table 9

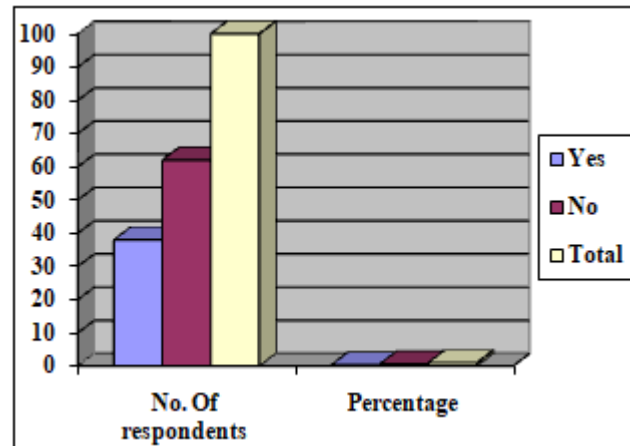| Particulars	No. of respondents	Percentage
Yes	38	38%
No	62	62%
Total	100	100%

Chart 9

Data analysis:

The table no.9 indicates that 38 percentage respondents like to have conversation with uber cab driver and 62percentage of the respondents dislike it.

Rating the quality of booking services of uber app

Table 10

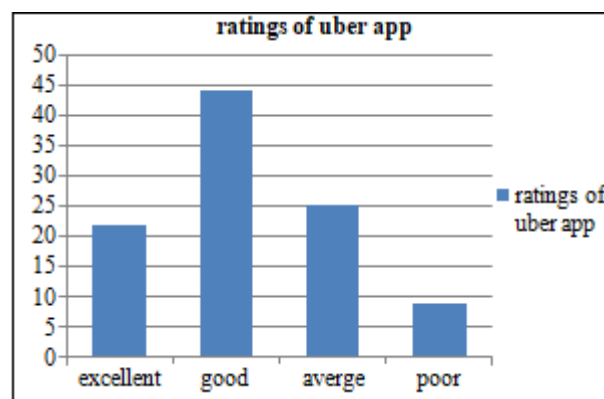| Particulars	No. of respondents	Percentage
Excellent	22	22%
Good	44	44%
Average	25	25%
Poor	9	9%
Total	100	100%

Chart 10

Data analysis:

The table no.10 shows that 44percentage of the respondents rated good, 25 percentage rated average, 22 percentage rated excellent and 9 percentage rated poor for the quality of uber cab.

Reason of choosing uber cab

Table 11

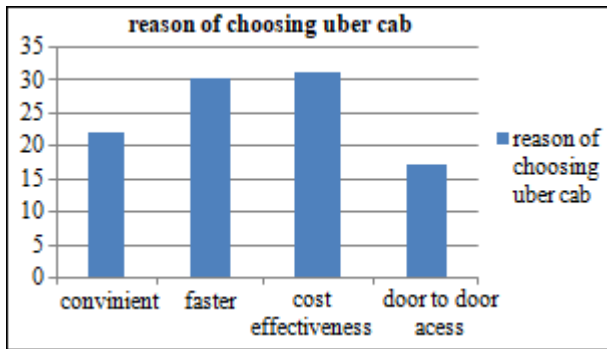| Particulars	No. of respondents	Percentage
Convenient	22	22%
Faster	30	30%
Cost effectiveness	31	31%
Door to door access	17	17%
Total	100	100%

Chart 11

Data analysis

The no.11 table is indicating that, from the total respondents of the survey31 percentagechoose ubercab for cost effectiveness, 30 percentage chooses for faster, 22 percentage respondents choose for convenient and remaining 17 percentage respondents choose uber cab for door to door access.

Satisfaction towards uber cab

Table 12

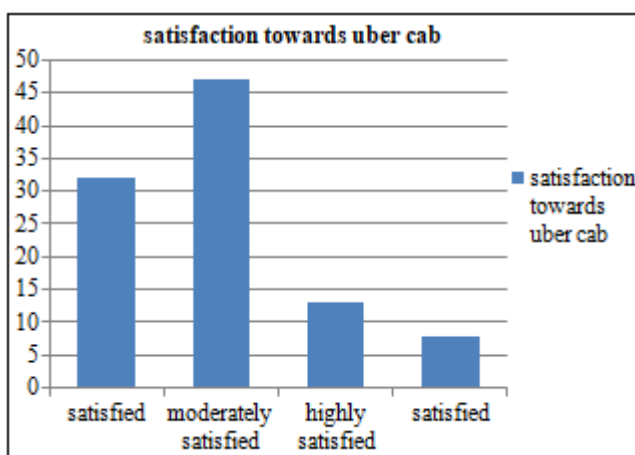| Particulars	No. of respondents	Percentage
Satisfied	32	32%
Moderately satisfied	47	47%
Highly satisfied	13	13%
Not Satisfied	8	8%
Total	100	100%

Chart 12

Data analysis

It is clear from the table no.12 analysis that 47 percentagerespondents are moderately satisfied by uber cab, 32 percentagerespondent are satisfied, 13 percentage respondent are highly satisfied and 8 percentage are not satisfied with uber cab.

Opinion on uber cab pricing

Table 13

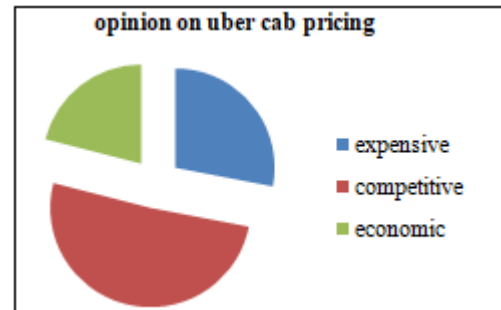| Particulars	No. Of respondents	Percentage
Expensive	28	28%
Competitive	51	51%
Economic	21	21%
Total	100	100%

Chart 13

Data analysis

Of the 100 respondents surveyed 51percentage feel uber cab pricing competitive, 28 percentage feel expensive and 21 percentage respondent feel uber cab pricing economic.

Additional features to be included in uber cab

Table 14

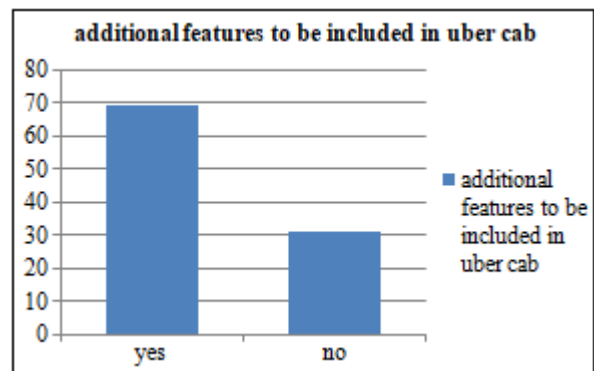| Particulars	No. of respondents	Percentage
Yes	69	69%
No	31	31%
Total	100	100%

Chart 14

Data analysis

From the table no.14 it is important that out of 100 percentage respondents, 69 percentage are expecting the inclusion of additional features and 31 percentage respondent are not expecting any additional features.

Preference of type of uber cab

Table 15

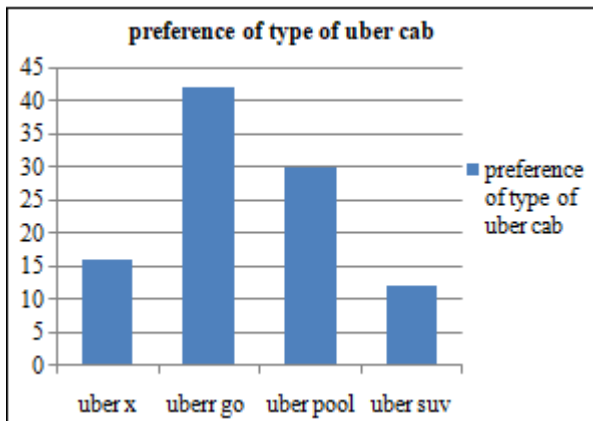| Particulars	No. of respondents	Percentage
Uber x	16	16%
Uber go	42	42%
Uber pool	30	30%
Ubersuv	12	12%
Total	100	100%

Chart 15

Data analysis

With the table no.15 analysis, from the 100 respondents 12 percentage prefer ubersuv, 16 percentage prefer uber x, 30 percentage prefer uber pool and 42 percentage prefer uber pool in the uber type of travel.

User rated to uber cab drivers

Table 16

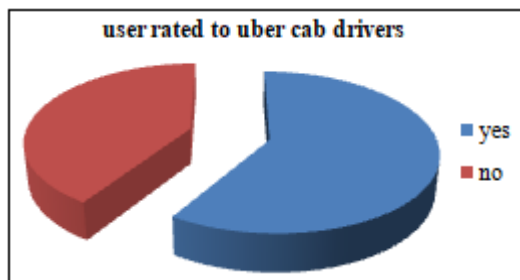| Particulars	No. Of respondents	Percentage
Yes	59	59%
No	41	41%
Total	100	100%

Chart 16

Data analysis

The tableno.16 indicates that 59 percentage of respondents have rated uber cab drivers and 41 percentage have not rateuber cab drivers from 100 respondents

Uber cab driver rated to rider

Table 17

Particulars	No. of respondents	Percentage
Yes	43	43%
No	57	57%
Total	100	100%
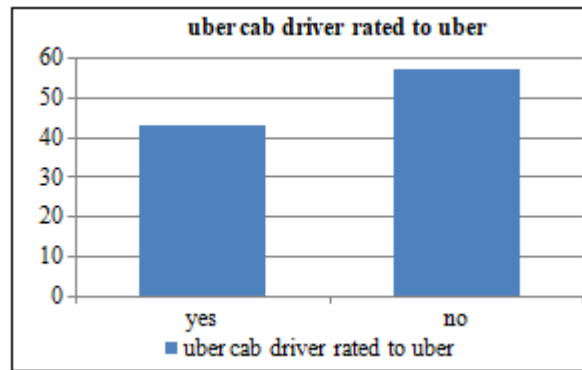
7. Findings

1) Most of the respondents are students, next highest respondent are others, some are of business occupation and are employee.
2) Out of 100 percentage respondents majority of the respondents are female when compared to male.
3) Majority of respondents use uber cab every month and very less respondents use uber cab every day.
4) Maximum number of respondents are having uber app in phone and minimum number of respondents don't have.
5) From the total respondent around half of respondent average uber cab journey time is 30-44 minutes.
6) Majority of respondents usinguber cab for personal travel.
7) Most of the respondent feel safe in uber cab during day time.
8) Greater number of respondent feel that uber cab traveling is safe at night time and less number of respondents feel unsafe.
9) Respondents mostly dont like to have conversation with uber cab driver.
10) Maximum rating of the quality of booking services of uber app is good.
11) The majority of the respondents are choosing uber cab because of cost effectiveness and faster.
12) The respondents are moderately satisfied with uber cab services.
13) More than half of the respondents feel uber cab pricing is competitive.
14) The maximum number of respondents doesn't need any additional features to be added in uber cab.
15) The respondents are giving more preference touber go and second most preference is uber pool.
16) Many of the users of uber cab have rated uber cab drivers.
17) Very less number of respondents or users of uber cab have got ratings from uber cab driver.
18) The respondents are desirous to pay uber ride through cash.
19) Satisfaction level of respondents with upfront pricing of uber ride is high.
20) There is much similiarity of upfront pricing after actual ride of uber cab.
21) Maximum number of respondents feel easy to use uber app and some of the respondents can't say.
22) Uber cab services are recommended to family, friend and colleagues.

8. Conclusions

After doing "A study on customer satisfaction towards uber cab" I have conclude that uber cabs have got good response from customers of Hyderabad. And no additional features are required in uber cab. But the pricing of uber cab should be economic rather than competitive. Because of easiness of usage of uber app made uber cab services most preferable. Henceuber cab is mostly promoted through "word of mouth".

9. Suggestions

1) The young crowd is the major source of market for the call taxi service provider. They are attracted towards the offers and cash discounts.
2) The drivers and the call center executives are to be trained in well in communication and multi-linguistic proficiency to attract new markets.
3) The service providers shall provide more facilities and for their privileged customers. They drivers are to be properly trained on various routes and driving efficiency, so that they maintain promptness in reaching the place and guiding the customers.
4) The tariff rates are bit higher as felt by the customers, especially during the peak hours, they can follow competitive pricing strategy, and it should be made clear to the passengers.
5) The customers are also to be educated with advance booking facility and privileges of booking in advance, instead of opting Ride now, as it leads to dis-pleasure at times. The infrastructure facilities are to be increased to give the passengers to pleasant travel.
6) Some of the common suggestions provided by the customers from the survey are like, to maintain cleanliness of the vehicle, the vehicle has to be properly painted, proper grooming of the drivers, vehicle sticker (Brand), Well versed in route, Card payments, Discounts, etc.

10. Declaration

I hereby declare that this project entitle entitled "**CUSTOMER SATISFACTION TOWRDS UBER CABS**" has been prepared by me under the expert guidance of **PROF K.G.CHANDRIKA.**I also declare that this work has not been submitted to any other university for the award of the degree of Master of Business Administration.

11. Acknowledgement

I am thankful for the aspiring guidance, invaluably constructive criticism and friendly advice of those around me during the project worked. I would like to express my special thanks and gratitude to my teacher, **PROF K.G.CHANDRIKA**, for guiding and helping me successfully complete this research. For providing me the opportunity to do a research project as an important requirement for completing the MBA Course The success of this project has enhanced my confidence to make use of it in the future studies.

Appendix

Questionnaire

Name of the respondent   :
Age   :
Gender   :

1) How often do you travel by uber cab?
   Every day ☐ Every week ☐
   Every 2-3 weeks ☐ Every month ☐
2) Do you have uber app in your phone?
   Yes ☐ No ☐
3) What is your average cab journey?
   15-29 minutes ☐ 30-44 minutes ☐
   40-50 minutes ☐ 60 minutes or more ☐
4) Do you use uber cabs for personal or professional travel?
   Personal travel ☐ Professional travel ☐ both ☐
5) Do you feel safe getting on uber cab on your own, during day time?
   Yes ☐ No ☐
6) Do you feel safe getting on uber cab on your own, during night time ?
   Yes ☐ No ☐
7) Do you like your uber cab driver to engage in conversation?
   Yes ☐ No ☐
8) If you book through uber app please rate the quality of booking service?
   Excellent ☐ Good ☐ Average ☐ Poor ☐
9) What is the reason of choosing uber cab services?
   Convenient ☐ Faster ☐ Cost effectiveness ☐
   Door to door access ☐
10) Are you satisfied with the quality of services provided by uber cab?
    Satisfied ☐ Moderately satisfied ☐
    Highly satisfied ☐ Not satisfied ☐
11) How do you feel about pricing of uber cabs as compared to others?
    Expensive ☐ Competitive ☐ Economic ☐
12) Do you want any additional features to be included to uber cab services in future?
    Yes ☐ No ☐
13) Which type of uber ride would you prefer?
    Uber x ☐ Uber go ☐
    Uber pool ☐ Ubersuv ☐
14) Being a user have you ever rated uber driver?
    Yes ☐ No ☐
15) Does uber rider rated you?
    Yes ☐ No ☐
16) What is your payment mode for uber ride?
    Cash ☐ Paypal ☐ Others ☐
17) Are you satisfied with upfront pricing of uber ride?
    Yes ☐ No ☐
18) Does upfont pricing is mostly similar after actual ride?
    Yes ☐ No ☐
19) Does usage of uber app is easy?
    Yes ☐ No ☐

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