

The Road To A **Better Ride**

The taxi industry should gear up with Cheaper Better Faster approaches to tackle challenges in the public land transport system.

At Trans-Cab Services Private Limited's 6th anniversary dinner on 16 January 2010, NTUC Secretary-General Lim Swee Say, who was the guest-of-honour, suggested some ways.

Driving Higher Productivity *Point-To-Point Taxi Service*

"We need to have a good taxi dispatch system. Invest in hardware technology and software management processes that will efficiently bring a taxi to the person who wants it. I am pleased to note that Trans-Cab has decisively invested in a multi-million dollar taxi dispatch system and call centre."

Cashless Mode Of Payment

"It makes taking taxis more convenient for commuters and enable taxi drivers to complete their service trips faster without having to deal with cash payment and change for both local and foreign visitors."

The challenge ahead, said SG Lim, is to become more productive than private cars and more capable than buses and MRT.

Trans-Cab will roll out its cashless payment



Strong Commitment To Improve Productivity, Capabilities And Adaptability...
From left: Trans-Cab Services Private Limited Managing Director Teo Kiang Ang, NTUC Secretary-General Lim Swee Say and TransCab Operators' Association President Ong Hian Teck.

system for its entire fleet of taxis at end-January 2010. SG Lim noted that ComfortDelGro Corporation Limited and SMRT Taxis Private Limited are offering its passengers this alternative mode of payment.

Gearing Up For Better Capabilities

"We already have Taxi Tourist Guide, Taxi Medical Chaperon and Taxi Customer-Centric Initiative to train taxi drivers on what they must do to convince commuters that their 'next car is taxi'. After the liberalisation of the taxi industry, we started to see more taxi companies adding

different models of vehicles to serve the needs of the various segments of targeted customers. The industry is moving in the right direction."

Improved knowledge, skills and attitude of taxi drivers as well as the types of vehicles used will drive the transformation of taxi service and improve the income of taxi drivers.

Pumping Up Adaptability

"It remains an important decision for taxi companies to make taxis a greener mode of transport as compared to private cars. In making this transition, the challenge to keep operating cost low for taxi drivers remains. I am glad to note that while we are talking about going green now, the taxi industry has already moved ahead several years ago."

Trans-Cab was commended for its well advanced step in bringing in taxis that run on Compressed Natural Gas since June 2008 and building the world's largest 24-hour 46-pump CNG refueling station at Toh Tuck Road in September 2009.

Good Labour-Management Relations with TransCab Operators' Association, whose formation was supported by Trans-Cab in 2004, will advance the company's Cheaper Better Faster journey.

Trans-Cab was incorporated in 2003 with an initial fleet of 50 taxis. It has since grown to become the second largest taxi company in Singapore with more than 3,000 taxis.

A Series Of (Very) Fortunate Events



By **Muneerah Bee Mohamed Iqbal**

It all seemed like a domino of serendipity. Her house was under renovation, so Madam Nutan Devi d/o SN Rai decided to put up at Costa Sands Resorts at Downtown East for five days. While there on 10 January 2010, she happened to spot a flyer for NTUC's "Only For U: An Exclusive Electronics & IT Sale" and decided to drop in because she was attracted by the HP mini notebook item on the flyer. She thought she would pop by the event to make comparisons on the configuration of the product. She also thought she would just, for the fun of it, enter the lucky draw to win 100,000 LinkPoints and she walked away from the sale without thinking much about it.

Two weeks later, she received a call from NTUC's Membership Department informing her that she was the winner of 100,000 LinkPoints.

"It was really unexpected! I did not think I would be the winner," Madam Nutan said.

She has not thought about what she will do with her win but Madam Nutan has a few options to consider. With her LinkPoints, she can directly offset the cost of her purchases at selected LinkPoints merchants such as



NTUC FairPrice supermarkets where 150 LinkPoints equals to \$1. She can also convert her LinkPoints into cash, by depositing it into an NTUC Thrift account or NTUC-OCBC Starter Account, which can be done through the NTUC LinkPoints website. 100,000 LinkPoints are worth about \$600.

Madam Nutan is happy that her NTUC membership has allowed her such perks and privileges. She makes it a habit to collect LinkPoints when she shops and accumulates them for attractive rewards and redemptions.

"LinkPoints are very useful and I enjoy good rebates with my NTUC card," Madam Nutan said.

Value And Reward

“The ‘Only For U: An Exclusive Electronics & IT Sale’ is the first of a series of exclusive events NTUC is introducing for our valued members. We want members to know that they are special and important to the Labour Movement. With this lucky draw, we hope to reward members for their support and thank them for joining us at this fair. We hope members will continue to reap rewards from upcoming exclusive events.”

Daren Kang, NTUC Membership Deputy Director