oneCXi Uber

How Uber Transformed Ride Experience with Insights from 1mn+ Conversations Daily



Use Case: Sales, Customer Service | Industry: Cab aggregator | CX Tool: In-house CRM

Objective

Uber faced the challenge of safeguarding passenger and driver privacy while facilitating seamless communication between them. They also needed robust conversation tracking and insights to enhance coordination and ensure efficient operations.

Solution

With oneCXi, Uber facilitated over 1 million secure daily conversations between riders and drivers, maintaining privacy by concealing personal phone numbers, ensuring passenger confidentiality, and preventing off-platform transactions.

Results

Uber maintained high privacy standards, built passenger trust, streamlined driver training, while ensured accountability in driver-passenger interactions through detailed call tracking and insights.

About the Company

Uber is a technology platform that connects riders with drivers, allowing users to request rides through the Uber app on their smartphone. Founded in 2009 by Travis Kalanick and Garrett Camp, it has emerged as a disruptive force in the transportation industry, reshaping the way people move from one place to another.

How to Ensure Seamless Driver-Passenger Communication While Upholding Privacy and Trust

Uber, as the world's leading transport company, recognized the critical importance of safeguarding passenger privacy. With a focus on maximum safety, Uber UAE aimed to innovate by connecting all calls between riders and driver-partners through anonymous phone numbers. This approach was designed to facilitate seamless and efficient coordination while maintaining stringent supervision and generating valuable insights. Additionally, Uber sought to keep drivers updated on the latest safety guidelines and regulatory requirements. By integrating these elements, Uber aimed to enhance operational efficiency, build passenger trust, and improve the ride experience, while ensuring both effective communication and rigorous privacy standards.

Features: Number Masking | Smart IVR | Real-Time Monitoring

Enhancing Efficiency with Click-to-Call Integration in Mobile App

When a passenger booked a ride through the Uber mobile app, a driver was instantly assigned, and a DID (Direct Inward Dialing) number was provided for call initiation. If the driver initiated a call using this DID, oneCXi's system hit Uber's API to retrieve the passenger's number and patched the call seamlessly. Conversely, if the passenger initiated the call, the system retrieved the driver's number via the same API and connected the call. This functionality ensured smooth and secure communication between riders and drivers, significantly improving coordination and reducing wait times.

Safeguarding Passenger Privacy and Building Trust with Number Masking

To protect passenger privacy, Uber deployed oneCXi's number masking solution, allowing users and drivers to communicate without revealing their phone numbers. This feature facilitated secure calls between users and drivers, ensuring no loss of passenger privacy. By keeping personal numbers confidential, Uber maintained a high level of trust and security across more than a million user-driver conversations daily. This solution also helped prevent off-platform transactions, enabling Uber to better monetize its services.

Streamlining Driver Training with Automated Outbound IVR

Uber utilized oneCXi's smart IVR solution to automate outbound calls, keeping drivers updated on new feature releases and ensuring they remained informed while on the go.

Drivers could listen to IVR training sessions between rides to learn about these new features. Additionally, the IVR system allowed drivers to provide feedback on their understanding of the training, ensuring they were well-prepared and knowledgeable about the latest updates.

Leveraging Conversation Insights for Performance Improvement

oneCXi's call recording feature provided Uber with a robust tool for auditing conversations in case of emergencies or escalations. All interactions between drivers and passengers were recorded, and detailed reports were automatically shared via API with Uber's CRM. This capability allowed Uber to perform indepth tracking and analysis of every conversation, offering a live dashboard with real-time connectivity details, ensured transparency, enabled accurate dispute resolution, and upheld accountability in driver-passenger interactions.

Benefits & Overall Impact

Uber achieved seamless communication between riders and drivers while upholding high privacy standards. Managing over 1 million calls effectively, they boosted operational efficiency, enhanced driver training, and built passenger trust, driving significant business growth and increasing service quality.

About oneCXi

oneCXi is an industry-leading unified customer experience intelligence (CXi) platform that helps enterprises engage, convert, and retain customers, at scale. The Al-engineered platform empowers businesses to orchestrate journeys across a multitude of touchpoints, power billions of personalized conversations, and gain a 360° view of customers across the lifecycle. 3,500+ global brands trust oneCXi to capture the pulse of customers, drive cohesive experiences, and increase lifetime value.











