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BLOG POST- April 16, 2015

*Crown Joins the Co-op Family*

Crown Taxi is now part of the Co-op Cabs family- making them one of the largest fleets in the City of Toronto with a total of 900 taxicabs.

The partnering of the companies is a result of strong desires to provide overall improved service and will allow the companies to allocate more resources to provide more offerings to its customers.

The Co-op and Crown brands will remain separate.

Co-op and Crown have also announced the rollout of its new Centralized Hybrid Computer Dispatch System (HCDS) which is expected to reduce wait times and enhance communication between dispatch, drivers and the customer. As of April 1, more than 2000 drivers have been trained on the system and had flat screens installed in their vehicles to accept incoming orders.

The new system offers its customers a choice between traditional voice booking, online or by booking through the Co-op/Crown App.

The benefits of the Centralized Hybrid Computer Dispatch System will include:

* Greater flexibility to the customer to book across multiple platforms
* Reduce wait times by an average of 2 minutes (From 9 minutes to 7 minutes)
* Drivers will be easily identifiable
* Storage of booking history
* Text or email alerts when a booking is confirmed and when the car arrives
* Customer feedback through a rating system

Co-op/Crown divides the City of Toronto into multiple zones with each driver automatically assigned to a specific zone and placed in a Queue based on his GPS location. When a call comes in through the system, the first driver in the Queue, regardless of company, is alerted and the customer receives notification that Driver X is on its way.

The system will provide faster service to customers and will benefit the driver too, as calls are evenly distributed across the board.

The Co-op/Crown app is available in the App Store and can be used on iOS and Android. Website bookings can be made Via co-opcabs.com or by phone or app.

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