



Best Practices Study.

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Best Practices Study.

The objective of the best practices study is to present a success story of a company that embarked on its digitalization path, becoming a reference in the sector, in order to serve as an inspiration for other SMEs.

For the development of this study, we have taken as a starting point the identification of the concerns of SMEs from various sectors, in which they expressed their interest in learning about good practices in the areas of customer relations, digital marketing and growth in RRSS, among others.

Throughout the study we analyze those initiatives that can serve as a reference for other companies in their digital transformation process and how they have impacted the business of the company being analyzed.



Taxi Oviedo

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Company Information.

WEBSITE ADDRESS >

www.taxioviedo.com

FOUNDATION YEAR >

2002

LOCATION >

C/ Comandante Vallespin 63
4º e 33012, Oviedo, Asturias

NUMBER OF EMPLOYEES >

1

TYPE OF COMPANY >

Freelance

CORE ACTIVITIES >

Discretionary public transportation of
passengers by road in passenger cars.

SECTOR >

Autotaxi

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About Taxi Oviedo.



His beginnings were not easy because, with the actions he was carrying out, he did not achieve his goals.

However, after a few years of work related to the improvement and digital transformation of his business, he has achieved multiple clients, a great online reputation with his website and in RRSS and a fruitful business.

Taxi Oviedo is one of the many taxis that Oviedo has and Ricardo García, better known as Rixar, is the taxi driver who has been driving it since 2002.

Rixar realized that much of the time he spent in the taxi (around 50%) was idle, so he decided to take advantage of the time and begin his digital transformation process in order to attract more customers and grow his business.

Rixar started with the acquisition of a web domain, developed a social media strategy focusing mainly on Twitter to attract customers, began to actively listen to the opinions of its customers to improve its service, modernized and digitized its taxi services with the implementation of different ways of payment, the acquisition of devices to improve the customer experience and the creation of an APP for its taxi, among other actions detailed below.

His experience serves as an example for other SMEs that also want to generate an online reputation for their business.

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Processes involved in digital transformation and results.

Acquisition of an internet domain and creation of the website taxioviedo.com

In 2002 Rixar bought the web domain, occupying a space that was unoccupied in the taxi services and, in 2003, registered it, beginning its presence on the Internet. It started offering a personalized service of trips to and from the airport, being able to focus its offer and expanding its clientele. As a result, since 2006, between 60 and 80% of its customers who travel to the airport hire its services from its website >

***"Thanks to the web,
anyone could find me,
people coming from
Barcelona and Madrid,
for example."***

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Start with Google Adwords to get online presence and move to social media.

Getting online presence is not easy, so Rixar decided to hire a Google Adwords campaign, however, this was expensive and did not bring him as many benefits as he expected. Later, he decided to try to get online presence using social networks >

Creation of a profile on Twitter.

The creation of a profile on Twitter has managed to increase the reach of its business, reaching a larger number of customers and generating a direct impact on its business, with more than 12,000 followers. It becomes the first taxi in the world to be hired through Twitter. As it is a social network, it is free, so it gets a greater benefit, and the only cost is the time to manage it.

Active listening to customer's feedback.

In order to offer the best possible service, Rixar gives great importance to know the opinions of its customers, to better adapt to their needs, which provides a very relevant knowledge and allows Rixar to improve its services. >

"Social networks give me the possibility to advertise without any cost". "I quickly saw that they had a great potential because they were free".

"Customer feedback is totally relevant. If your customers are satisfied with your service, it is possibly the most effective marketing strategy".

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Creation of a corporate email.

Creation of a corporate email account to facilitate contact with people interested in the services offered, adding a new form of communication with customers in his business.

Blog release: taxioviedo.blogspot.com.

Creation of a blog in which he publishes experiences he has had throughout his profession and special services offered. With this he manages to give visibility to his services and experiences for those interested, increasing in this way also his online presence.

Provision of a laptop in the taxi.

In order to improve the customer experience during the trip, Rixar acquired a portable device to make check-in at the airport as comfortable as possible. It also acquired a printer to print client's boarding passes.

Incorporation of new payment methods.

Rixar incorporates new payment methods so customers can have different payment possibilities. It includes services such as payment by Paypal, TPV, payment by bitcoin, payment by NFC, sending a link via WhatsApp to facilitate payment, etc.. With this it is able to adjust to the needs of customers by offering them a personalized payment service without any barriers >

"I have always been very concerned about finding new ways of payment. I have used tools used by large companies".

Wifi installation in the taxi.

Installation of free wifi for customers who need to use the internet in any of the rides they make in the taxi. This provides a differentiation from other taxis and an improvement in the performance of digital services Taxi Oviedo.

QR Code.

The integration of QR codes in the taxi allows its customers to scan them to gain access to services such as wifi access, without the need to enter a username and password >

"One thing that has worked for me is to apply strategies in the taxi that were applied in other sectors."

Online billing by Facturagem.

Outsourcing It offers the possibility of sending invoices digitally to customers and ensuring a correct flow of information.

Own mobile app.

Integration of a mobile APP in the business to make it easier for users to request services through a different sales channel. Thanks to this new digital channel, it manages to expand the scope of the business, reaching a larger number of customers.

The case of Rixar García and Taxi Oviedo shows that, through a digital transformation process, implementing different strategies, a small business can be boosted and grow considerably.

Rixar's taxi is an example of how a traditional business can improve with a transformation process and taking a chance on social networks.

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