



ixigo launches one tap cab booking which works offline without GPS

21st April 2016, New Delhi: Le Travenues Technology Pvt. Ltd, which runs travel search app website ixigo.com, has launched a feature on its cab booking app that allows booking the nearest cab with one tap of a button from the phone's home screen.

Currently available for Android, 1-Tap Cab Booking will work even in places without a stable internet connection, said Rajnish Kumar, ixigo's chief technology officer and co-founder.

"With 1-Tap Cab Bookings, we allow users to book their nearest cab in just 3 seconds by tapping and holding a button on their home screen. The best part is that this feature works even without internet and GPS," he said.

ixigo uses a combination of intelligence about the user's location through existing PNR (passenger name record) confirmations on a user's phone and SMSes for when the internet connection doesn't work to book a cab for the user. ixigo cabs app also intelligently prompts the users prior to their journey to the station or airport and also when they have just landed or are about to reach their destination.

Aloke Bajpai, chief executive officer (CEO) and co-founder of ixigo said the 1-Tap Cab Booking appears as a round floating "live" cab booking button. For heavy cab users, this application also solves the pain point of having to go inside a cabs application and waiting 15-20 seconds for it to pick up location and then having to choose type of vehicle etc.

As per an ixigo study, 80% cab users want to just book the cheapest hatchback option that is nearest to them.

"Our 1-Tap Cab Booking does that in under 5 seconds. Just tap on the round cabs button on your phone's home screen and you are done! Since we use multiple cabs app providers such as Ola, TaxiForSure, Easycabs, Meru etc. one doesn't need to worry about availability either,".

About ixigo:

Launched in 2007 in Gurgaon, India by Alope Bajpai and Rajnish Kumar, ixigo is India's leading travel search marketplace, connecting over 80 million travellers with content & deals from over 25,000 online & offline travel & hospitality businesses. ixigo aggregates and compares real-time travel information, prices & availability for flights, trains, buses, cabs, hotels, packages & destinations. ixigo's mission is to simplify the lives of travellers by building apps that make their travel search and planning hassle-free and it has won several awards in its journey, including the TiE-Lumis Entrepreneurial Excellence Award and the NASSCOM Top-10 Emerge Award. ixigo's investors include SAIF Partners, MakeMyTrip & Micromax. Join ixigo on Facebook and Twitter for more updates.