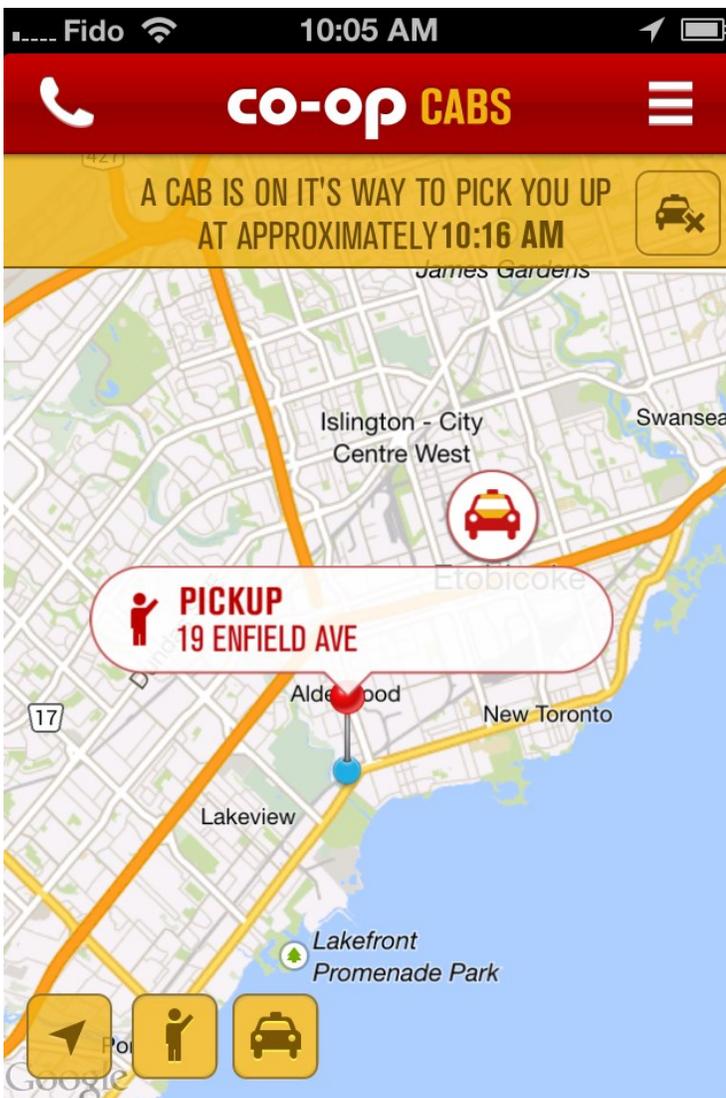


September/October 2013

Co-op Cabs' iPhone app to launch September 23 in iTunes store



Above: Screen shot of Co-op Cabs' new iPhone app that allows you to order a cab at the touch of a button. Customers will be able to watch their car arrive in real time and connect directly with drivers if they choose.

Co-op Cabs' new iPhone app will be available in the iTunes store starting September 23, 2013.

Just in time for those blistery fall days, customers will soon be able to order a cab with the touch of a finger. Features include the use of GPS to locate pick up destination, real time car tracking, so customers can see their cab coming to them and a 'rate your ride' function that allows users to give feedback.

"We knew when we embarked on this journey that there were already some taxi apps in the Toronto market," said Peter Zahakos, General Manager of Co-op Cabs. "We wanted to make sure that the user experience we were creating was up to the same standard as Co-op's service. We are confident that we have achieved that in partnership with our developers and are looking forward to hearing feedback from our customers."

The app was developed by Nascent Digital, a leading product design firm that has developed apps for the Heart and Stroke Foundation, the Associated Press and are currently working on a new app for Tumblr.

On September 23, visit www.co-opcabs.com for a direct link to the app in the iTunes store.



Co-op Cabs announces new service partnership with Crown Taxi

Last month, Co-op Cabs announced a new service partnership with Crown Taxi. The partnership will provide improved service to our customers in the Scarborough area and gives Crown customers more responsive service in other areas of the city where Co-op cars are common.



Crown Taxi has a strong brand in Toronto but especially in Scarborough. Similar to Co-op, Crown drivers are known for quality, safe and reliable service in the Greater Toronto Area.

Peter Zahakos, General Manager of Co-op Cabs finalized the deal in August 2013 and is pleased with how the partnership has rolled out, "We pursued this

opportunity because we knew that our customers wanted to have faster and more reliable service in Scarborough. The partnership with Crown allows us to deliver this service without compromising our brand."

As part of the service agreement, Co-op corporate chits will be accepted by Crown customers and Crown chits will be accepted by Co-op Cabs' drivers.

Co-op customers now have access to hundreds more cabs throughout the City of Toronto.



Be sure to attend: Fall consultation dates announced for Toronto's taxi review

As reported in our last newsletter, the City of Toronto is undergoing a review of the taxicab industry.

There have been a number of consultations on the preliminary report released in June. The final report will be release at the Licencing and Standards Committee on October 29, 2013 at City hall.

We encourage all drivers to voice their concerns and opinions with the framework at one of the consultation sessions listed on the right.

Monday September 9, 2013

Spirale Banquet & Conference Centre, Hall 'C'
888 Don Mills Rd
9 - 11am

Thursday September 12, 2013

York Civic Centre
Council Chambers
1 - 3pm

Monday September 16, 2013

Scarborough Civic Centre
Council Chambers
2 - 4pm

Customer Service takes on a whole new meaning in the age of social media

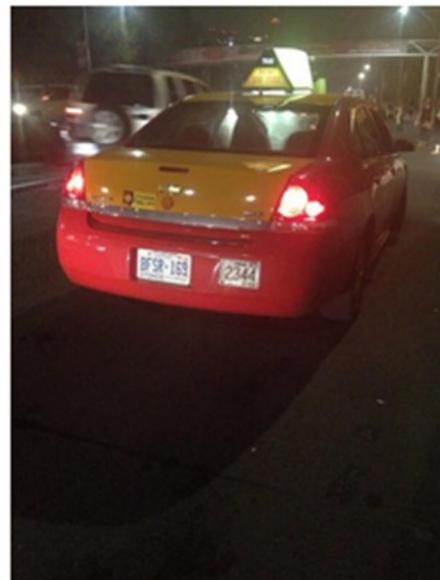
Customer service is not what it used to be. Since the rise of social media, Co-op customers have been engaging with us online and that means that drivers have to be aware that their service is under greater scrutiny than ever before.

More and more, when people have an issue, they don't just call our dispatch to have a dispute resolved, they Tweet, post on Facebook and let their networks know what is happening in real time.

This has changed the way that we provide customer service because conversations are happening on a regular basis for everyone to see. The screen grab on the right provides an example of this type of interaction.

It is extremely important that drivers be aware of this new social media reality in order to effectively protect Co-op Cabs' brand.

We are continuously monitoring the discussions and complaints on social media and drivers will be reprimanded for any behaviour that doesn't meet Co-op's standards.



Driver of the Month: Abbas Darwish



When Abbas Darwish found a lost wallet in his cab #3044 on a busy Friday night, his first reaction was to find the customer to let him know.

The customer, Matthew, had just come back from a business trip and took cab #3044 from the Island Airport. Upon leaving the cab, he noticed his wallet was missing and called in to report it immediately. A message was sent to the fleet as the customer did not have the car number. About 20 minutes later, Mr. Darwish called in to report that he had the wallet in his possession and to notify the customer. When Matthew was notified, he was ecstatic as his wallet contained all his receipts from his trip.

Mr. Darwish was nominated for driver of the month due to his fast action and commitment to customer satisfaction and will be Co-op Cab's driver of the month and featured driver on Co-op Cab's new Driver's Blog for the month of September. Congratulations!

UPCOMING EVENTS

Metro Toronto Convention Centre



September 21- MantraFest Tour (North Building)

September 22- 2013 Toronto National College Fair (South Building)

September 27-29, 2013 Ontario Universities Fair (South Building)

September 28- Toronto Vintage Clothing Show (North Building)

September 28- teenzFAV Awards (North Building)

For all events at the MTCC, visit:

<http://www.mtccc.com/attendees/events.aspx>



September 13-15, 2013 Tathaastu: So Be It, Mind-Body-Soul Wellness Expo (The International Centre)

September 14-15, Canadian Reptile Breeders Expo (The International Centre)

September 30- Oct 3 Canadian Manufacturing Technology Show (The International Centre)

For all events at the International Centre visit:
<http://www.internationalcentre.com/events/events-calendar.html>

Co-op News is published and distributed by Co-op Cabs, for the enjoyment of our members, drivers and staff.

If you have any questions, comments or would like to submit an article to the newsletter, please contact:

Heather Schell, Supervisor of Business Development at 416-504-4016 x 243 or by email heather@Co-opcabs.com



September 5—15 Toronto International Film Festival (various theatres throughout Toronto)

September 14-15 Cabbagetown Festival (Cabbagetown)

September 21-22 YogaPalooza 2013 Outdoor Yoga Festival (Harbourfront Centre)



September 1-30 ROM Walks (Royal Ontario Museum)

September 9- WWE Raw (Air Canada Centre)

September 21-22 Queen West Art Crawl (790 Queen Street West)

September 26 TEDxToronto (273 Bloor Street West)

September 28- October 4 Toronto Palestine Film Festival (Bloor Cinema)

