**Uber**

In the previous times when there was no such concept of online taxi service, people who didn’t own any conveyance of their own had to suffer the most, especially the ones who worked in offices and other organizations where time management played an important factor, they often had to pay the price of being late in the form of tolerating additional penalty or sometimes paying heavy fines from their own salary.

Furthermore people were bond within the time limits, like they had to rush to their destinations before specific night hours, this made meetings short and not fruitful.

With the advent of wonderful online taxi service in the form of Uber, there came the biggest relief in most of the people’s lives. It directly and indirectly solved so many of the problems that it wouldn’t be wrong to say Uber got fame and popularity overnight almost around the globe. On one hand it offered the cheapest rates to travel anywhere within the city which ultimately lessened the popularity of common taxies, where on the other it educated the people enough to use the smartphone for their own benefit.

List doesn’t end here, where it provided services to everyone at their doorsteps it also gave easy employment opportunity to the common public, and amazingly giving enough flexibility to work on their own comfort hours and still paying handsomely. What more could anyone want at the job?

Though there came many online taxi services after Uber but none of them were ever able to achieve as much success as Uber did. The only reason behind this was good quality of customer service, because Uber’s first priority has always been satisfying its customers, so it just served its goal in the best manner and that is why it is still at the top among all.

When Uber first came to Pakistan the perspective of people was that it will fail sooner because not much population have access to internet here, but still it found a way to groom and kept expanding its network from cities to cities. And now it’s not just confined to car rides but also auto rickshaws and even motorbikes for the people who can’t afford ultra-luxury. Uber proved that it is for everyone, and the true demonstration of this was seen when Uber bought Careem which was another highly active online service in Pakistan. Now this was enough to know about the high caliber Uber has and that there is absolutely no parallel to it.

One should also know about the future projects of Uber where it is likely to launch helicopter service as well, it will encourage more people to learn to fly in the sky and will make travelling through air just a common thing that too at meagre rates. It will also incline the public to this service meaning driving the crowd away from the airports.

If Uber can include camera tracking where people are able to keep an eye on their loved ones during the ride then I think it will cover the remaining 0.1% of deficiency and make it a completed package.