# **Uber**

Oral Communication Competency Program 2

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# **Background**

The Story of Uber

* Began in Paris in 2008
* Travis Kalanick and Garrett Camp were attending the LeWeb
* In 2007, both men had sold startups they co-founded for large sums
* Kalanick sold Red Swoosh to Akamai Technologies - $19 million
* Camp sold StumbleUpon to eBay - $75 million
* Rumor: The concept was born one winter night during the conference when the pair was unable to get a cab
* Uber has become an international transportation network company
* Uber brands itself as a ridesharing application at its emerging months
* As Uber expanded to the Philippines, its business model seemed to change

How Does Uber Work?

* Whenever you need a ride:
* Open Uber app on your phone
* Ensure the pickup location where you are now
* Select the car service you desire
* Tap “Set Pickup Location”
* Confirm by tapping “Tap To Request”

Different Uber Transportation Services

* UberX
* UberXL
* UberSELECT
* UberPOOL
* UberBLACK
* UberSUV
* UberLUX
* UberTAXI
* UberRUSH
* UberCARGO
* UberEATS
* UberBOAT
* UberCHOPPER

Rating Scores

* Users of the app may rate drivers; in turn, drivers may rate users, both on a scale of 1 to 5 stars

New Feature of Uber

* Real-Time ID Check – requires drivers to take selfies before accepting ride request

# 29th-July-2015-The-Demographics-of-Ubers-US-Users**Uber Users**

# **Top 5 Country Uber User**

1. United States
2. Brazil
3. China
4. Mexico
5. India

# **Uber’s Biggest Competitors**

1. Lyft
2. Curb
3. Didi Chuxing
4. Grab
5. Ola

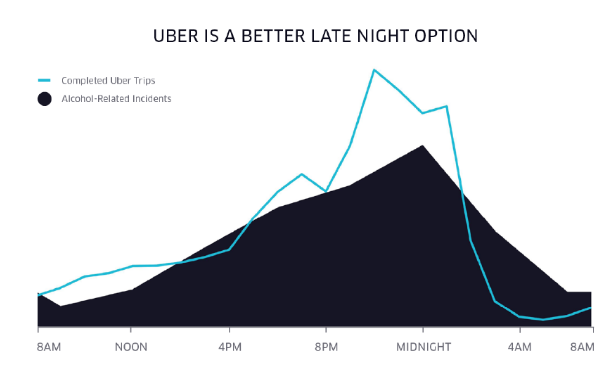
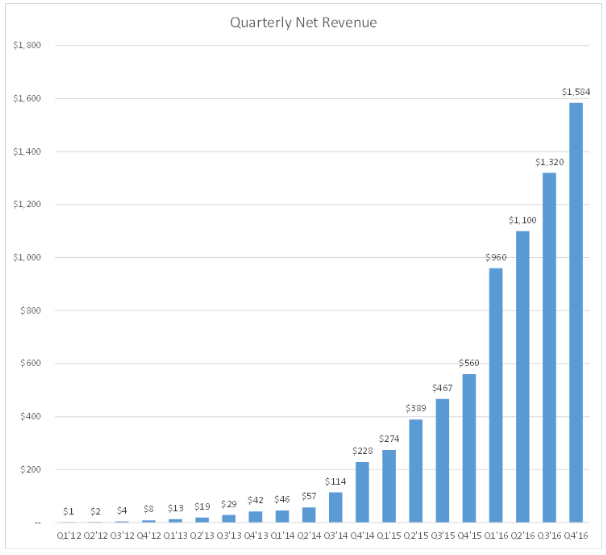
# **Features of Uber Application**

* For Riders
  + Choose payment medium (Cash or Card)
  + Display and Share ETA
  + Fare Estimate
  + *Upcoming feature: “people are the new places”*
* For Drivers
  + Speed Display
  + Reminders to driver
  + Dashboard mount notification
  + Daily reports

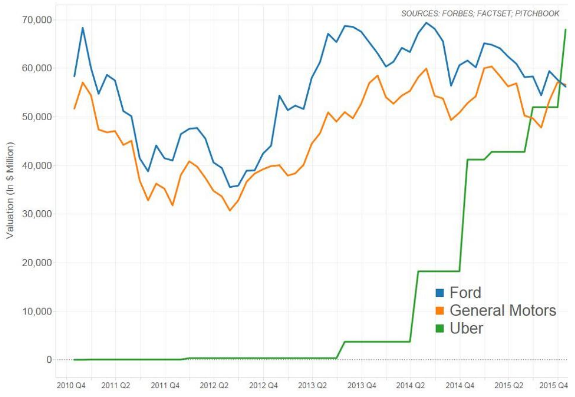
Uber Discounts

* + Free ride on first 2 Uber trips for Citibank credit card
  + 50% off on 5 first Uber trips for BDO credit card users
  + Less P50 on your fixed fare
  + Free ride for new users only

# **How Successful Is Uber Now?**



\*Worth of Uber is between 68B-70B last year

\*Q1 of 2016 the revenue increased by 400M

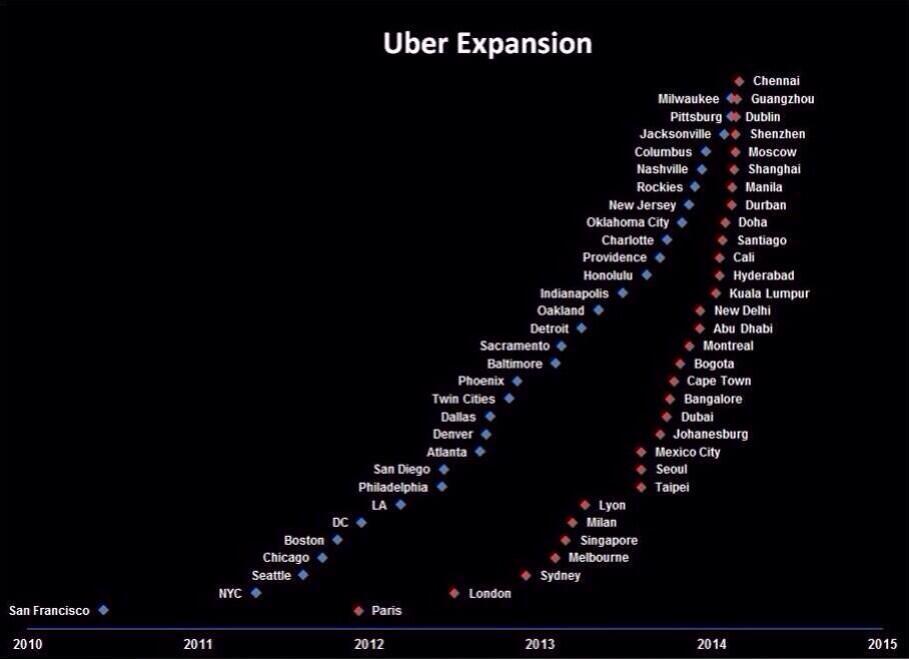
\*Q2 of 2016 the revenue increased by 140M

\*Q3 of 2016 the revenue increased by 220M

\*Q4 of 2016 the revenue increased by 264M

**UBER GRAPHS**

**INTERNATIONAL EXPANSION BY CITY**



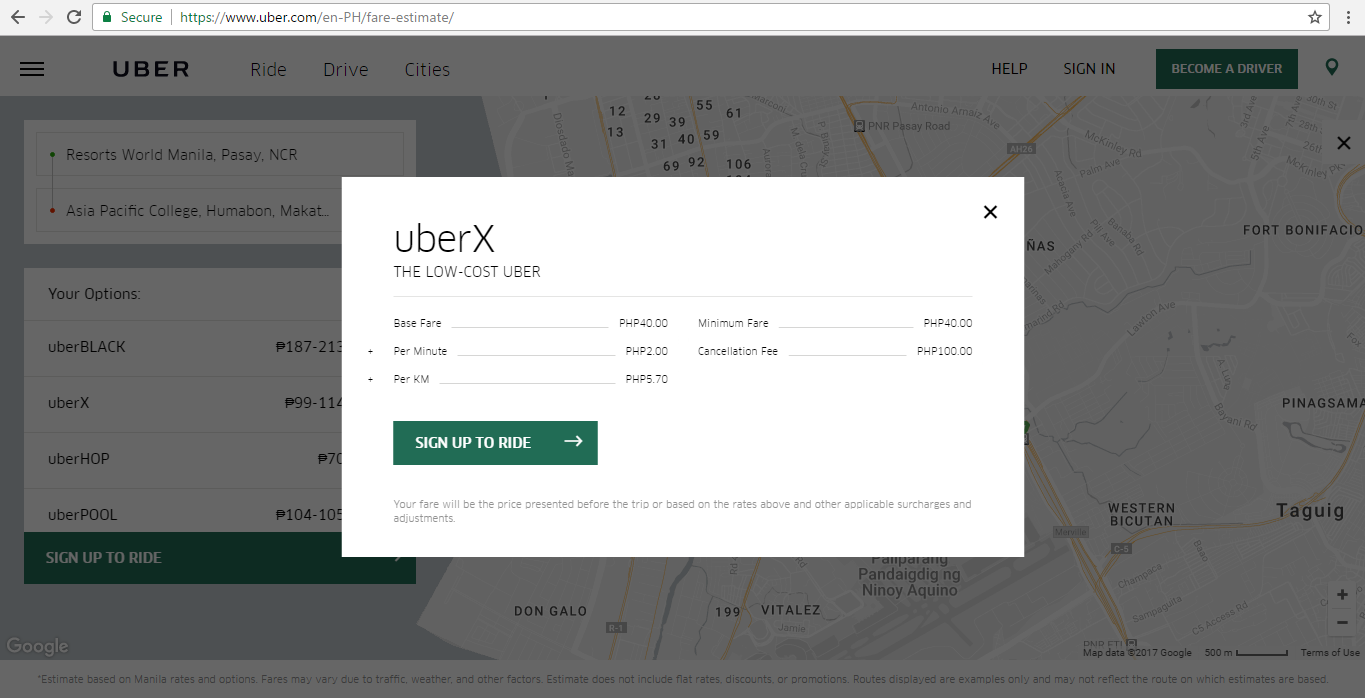
# **Advantages and Disadvantages of Using Uber Application**

* Advantages
* User-friendly mobile application
* You can choose the type of vehicle
* Fares are usually cheaper than regular cabs
* Availability
* Source of additional income to the drivers
* Uber is forcing the traditional taxi companies to reduce their prices
* Disadvantages
* Lack of training of cab drivers
* Safety
* Uber is not allowed to pick-up passengers in many airports
* GPS location services used by Uber app don’t work perfectly
* Unfair competition to taxi companies
* Uber prices will increase in the future

# **Rates of Uber**

1. Base fare
2. Cost per minute
3. Cost per mile
4. Booking Fee (Formerly known as the ‘Safe Rides Fee’)

*Your fare = Base Fare + (Cost per minute \* time in ride) + (Cost per mile \* ride distance) + Booking fee*.



FAQs

1. What if a rider changes their destination, has multiple destinations or makes extra stops?
2. Can my UpFront Fares change even if I don’t change my destination?
3. How will you determine the upfront price?

# **Reviews**

# **Additional information**

* Surges
* Promo Codes
* VIP Loyalty Program
* Available in 450 cities (2016) compared to 30 cities (2016) of Grab
  + Uber operates on 70 countries unlike 6 countries of Grab (2016)
* Uber founded on March 2009 (Grab - 2012)
* Uber Users: 40 million (2016) – Grab: 11 million (2016)

# **Recommendation**

# **Conclusion**

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