UBER & SMART MOBILITY

Prabhjeet Singh

UBER

UBER

80+
Countries
500+
Cities
2M+
Driver Partners
Millions
of Riders

WHY?

UBER

LOW CAPACITY UTILIZATION

Average occupancy of private vehicles is 1.2 person per car, when the capacity is 5 person per car

24% capacity utilization

UBER

SOURCE: ACCESS AND MOBILITY FOR THE URBAN POOR IN INDIA: BRIDGING THE GAP BETWEEN POLICY AND NEEDS by Madhav G. Badami

ALL THIS WITH JUST...

5%

CAR OWNERSHIP

UBER

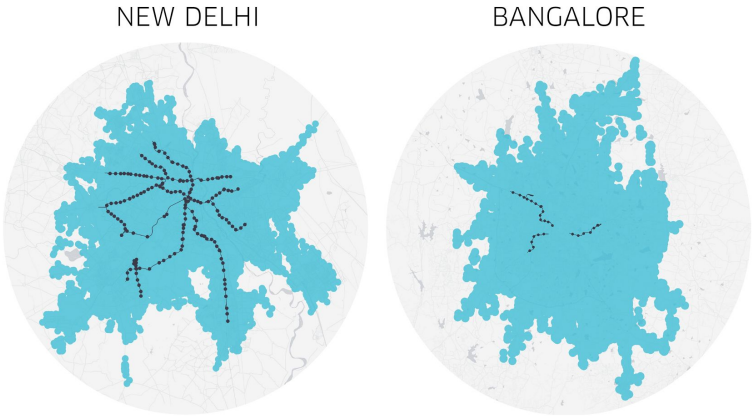
5 Ways Uber Makes Cities Better

1. Complementing Public Transit
2. Cutting congestion and Pollution
3. Promoting Self-employment & Entrepreneurship
4. Reducing Drunk Driving
5. Improving Safety

UBER

Complementing Public Transport

UBER EXTENDS THE REACH OF PUBLIC TRANSPORTATION IN NEW DELHI (14.7%)



UBER FILLS THE GAPS BETWEEN SUBWAY AND METRO LINES

NEW DELHI AND BANGALORE

UBER TRIP COVERAGE

SUBWAY AND METRO LINES

Lines indicate Uber trips that started or ended near a metro station.

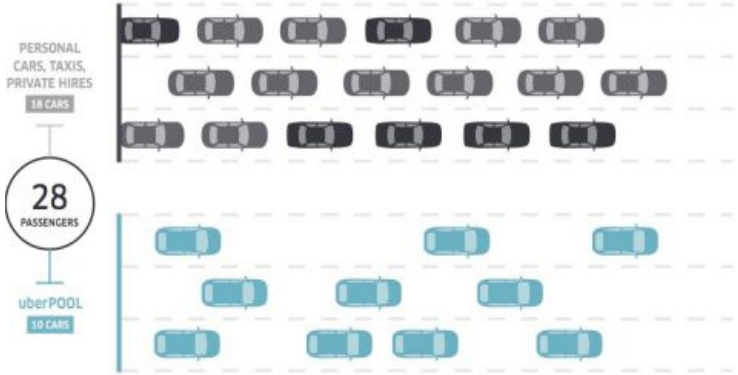
Data from January 2016. Completed trips only.

UBER

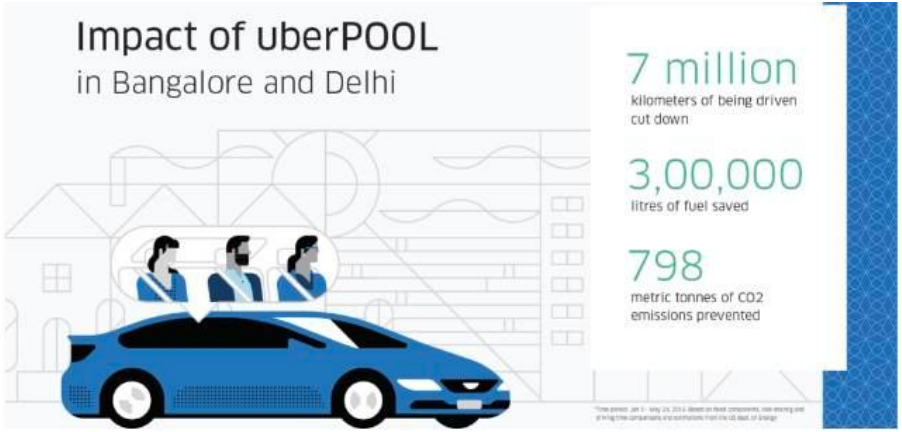
MORE PEOPLE IN FEWER CARS

EFFICIENT UTILIZATION OF VEHICLES

UBER**POOL**



NOTE: uberPOOL can move the same number of people but in far fewer cars. In this example, uberPOOL reduces cars on the road by 45%.



UBER

Reducing Drunk Driving

- California, for example, experienced a six percent decline in alcohol--related crashes involving under--30 year olds following the launch of uberX.
- Providence & Stonehill College researchers found after studying data of over 150 cities that Uber's service has led 16.6% decline in vehicular fatalities each year.

UBER

Improving Safety

Before, during, and after every trip on the platform

SAFE PICKUPS

The app pinpoints your location so you can request a ride from anywhere and wait safely.

NOBODY'S A STRANGER

Your driver's name, photo, and vehicle information appear in the app.

DISGUISED PHONE NUMBERS

Communication between riders and drivers is anonymized to protect private phone numbers.

UBER

Improving Safety

Before, during, and after every trip on the platform

ALWAYS ON THE MAP

The GPS-enabled map provides your driver's location and trip details in real-time.

SHARE MY ETA

Share your ETA with friends and family to keep track of your ride and safe arrival.

HASSLE-FREE PAYMENTS

Your credit card is on file

UBER

Improving Safety

Before, during, and after every trip on the platform

ACTIONABLE FEEDBACK

You rate your experience after every trip and drivers do the same.

TRIP HISTORY

After each ride, you receive a detailed email receipt with trip route, driver name, and total fare.

24/7 SUPPORT

Lose something? Have questions? Contact our 24/7 customer support.

UBER

Learnings for Healthcare?

- Efficiency - make every asset count!
- Service Excellence - before, during, after every interaction
- Innovate -> Test -> Measure -> Scale / Kill
- Hospital (OPD/ IPD) experience as an Uber journey?

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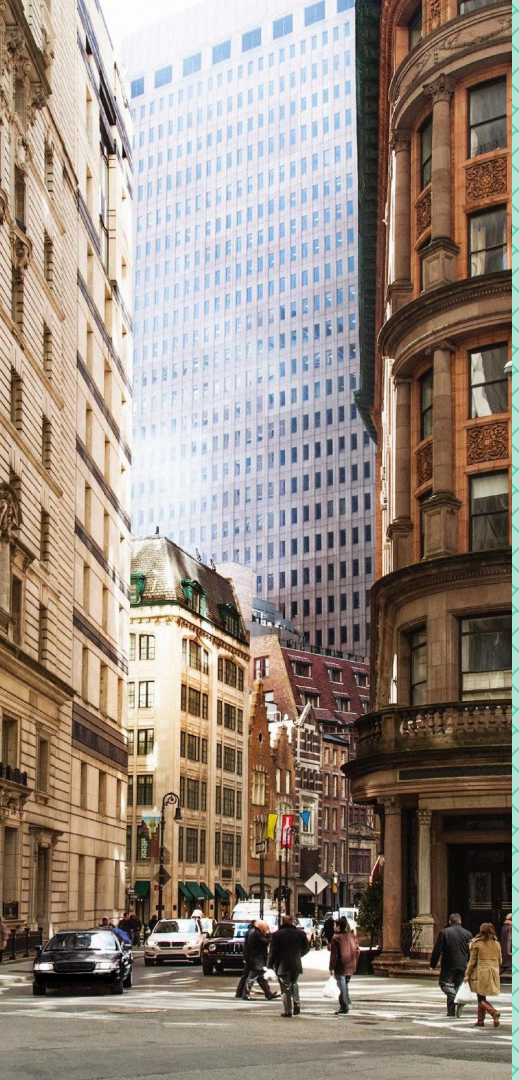
- Get rid of those parking lots!



UBER

Thank you!