Road to Intermodality Post-pandemic opportunity for taxi and ride-hailing operators



Read more at bit.ly/MileusOpportunity

PRIVATE CAR RESTRICTIONS

Cities are shifting urban road infrastructure from cars to active mobility during the pandemic

HIGHER COSTS AND DISCOMFORT

Money spent on congestion charges and private cars tolls, time spent waiting in congestion and searching for parking spots

FEWER COMMUTE TRIPS

As a result of new working arrangements splitting work between working from home and working from the office

LOWER COSTS OF COMMUTING

More work from home means spending less on transportation

New situation

Changes in commuting habits and private car restrictions

Changes in costs and discomfort

For private car users and public transport commuters

SEARCH FOR ALTERNATIVES

Car commuters will look for alternative ways to commute comfortably

CHEAPER UPGRADE TO PREMIUM

It is now cheaper, in aggregate, to pay for a more comfortable, premium service since the number of commute trips per month decreased

INCREASED DISCRETIONARY INCOME

Commuters will increase their discretionary income by commuting less



Motivation

Increased motivation of commuters to pay for premium service



MILEUS

INTERMODALITY

This motivation to pay for premium will bring a **new opportunity for taxi and ride-hailing operators post-pandemic**, generating new demand.

And providing intermodal service – an automated interconnection of public transport and taxi services – enables taxi and ride-hail operators to serve the new demand profitably and sustainably.

Intermodality:

- Decreases the average order value of a taxi ride by 42%
- Increases ride frequency 2x
- Boosts the average revenue per user (ARPU) by 20+%
- Enhances vehicle utilisation and fleet efficiency

New opportunity

New demand to be served by the taxi and ride-hailing services