

Undercover Dispatch Field Surveys

Taxi Investigators conducted three undercover dispatch field surveys.

July 11, 2015: First Dispatch Undercover Survey

Our location was the shopping center at 16th and Potrero.

- 1) **Fog City** – TAXI Investigator called at 6:43pm and Eddie Ban answered the phone. TAXI Investigator told him he needed a cab and that he was standing in front of Ross at the shopping center at 16th and Potrero. Eddie told him, “I’m not sure someone can pick you up. You can call another cab company.”
- 2) **Town Taxi** – TAXI Investigator called at 6:45pm and a female dispatcher answered. He requested a ride and she asked him his location and his phone number. She gave him an ETA of 5-10 minutes and was very professional. Andes called back 22 minutes later at 7:12pm to check the status of his order and was told that she would put a rush on the order. She called TAXI Investigator back at 7:21pm and told him cab 369 was on the way. 369 arrived at 7:23pm being driven by Lixin Yu (A6541660) and he was paid \$10. **RESPONSE TIME: 38 minutes**
- 3) **Citywide** – TAXI Investigator called at 6:51pm and the phone was promptly answered by a male dispatcher who asked him his name, phone number, location, and destination. He told TAXI Investigator that he’d have a cab to him in less than 8 minutes. At 6:56pm Metro Cab 2033 being driven by Adrian Gormley arrived and he was paid \$10. **RESPONSE TIME: 5 minutes**
- 4) **National** – TAXI Investigator called at 6:56pm and was promptly answered by a male dispatcher who asked him his name and location. He told TAXI Investigator that a cab would arrive in 5 minutes. At 1905 Veterans Cab 225 arrived being driven by Salah Hassan (C6163215) and he was paid \$10. **RESPONSE TIME: 9 Minutes** At 1911 the dispatcher called TAXI Investigator to confirm that he was picked up.
- 5) **Comfort/SF Taxi** – TAXI Investigator called at 7:08pm and Igor Kopetman answered. TAXI Investigator told him he was at Smashburger at 16th and Potrero. Igor told him that he’d call him when he had a cab nearby. Igor called him back at 7:18pm and told him that 861 is on the way. 861 arrived at 7:18pm being driven by Tuan Nguy (C4335730) and he was paid \$10. **RESPONSE TIME: 10 minutes**
- 6) **Flywheel Taxi** – TAXI Investigator called at 7:25pm and the call was answered by an automated system stating, “DeSoto Cab”. After two rings it was then

answered by a male dispatcher. TAXI Investigator told him his location and that his name is "Mario". The dispatcher said, "Alright Mario we'll be there. Thank You." He hung up before TAXI Investigator could ask for an ETA. We waited 23 minutes and then TAXI Investigator called back and asked for an ETA. He was told 5 minutes. We waited 19 more minutes and TAXI Investigator called back and cancelled. The dispatcher did not provide a reason for the no show. **TIME WAITED: 42 minutes with NOT RESPONSE**

- 7) **SF Super** – TAXI Investigator called the number that is on all SF Super cabs 415-681-6688 at 7:28pm and the call went to voicemail with Sonny Tam's voice saying, "Thank you for calling SF Super Cab"...beep. TAXI Investigator called back and got the same response.
- 8) **Luxor** – TAXI Investigator called at 7:31pm and the call was answered by an automated system. After one ring a female dispatcher answered. TAXI Investigator told her his name is "Mario" and that he needs a cab at Smashburger at 16th and Potrero. She did not ask him his destination or provide an ETA. TAXI Investigator asked for the ETA and she told him 10-15 minutes. At 7:41pm a male dispatcher called TAXI Investigator and told him that he was still working on finding him a cab. At 8:04pm TAXI Investigator called back and cancelled. The female dispatcher claimed that a driver had responded. TAXI Investigator told her that he never left the location and had been waiting in front the entire time. She lied about a driver responding. **TIME WAITED: 33 minutes with NO RESPONSE**
- 9) **YCC** – TAXI Investigator called at 7:52pm and the call was answered by an automated system. After a couple rings a male dispatcher answered. TAXI Investigator told him the he was at the Smashburger at 16th and Potrero. The dispatcher did not ask him for his name or number. He told TAXI Investigator that he needed an exact address in order to dispatch a cab. We couldn't see an address for Smashburger so I looked across the street and told TAXI Investigator 2175 16th Street which he told the dispatcher. The dispatcher told TAXI Investigator an ETA of 10-15 minutes. Just in case the dispatcher didn't include Smashburger in the dispatch notes, I stood at the back of our car and looked out for a YCC to respond. At 7:58pm I saw YCC 1001 turn onto 16th Street from Potrero. I waved to him from the parking structure and he drove to us. The driver was Roberto Martinez (D1384524) and he was paid \$10. The driver showed us the dispatch notes on the screen and it did include "Smashburger". This was definitely the most frustrating experience with a dispatcher. **RESPONSE TIME: 6 minutes**

July 25, 2015: Second Dispatch Undercover Survey

Our location was 1721 Clement (18th and Clement) and the destination was Civic Center BART station.

- 1) **Flywheel Taxi** – TAXI Investigator called at 1:53pm and received an automated answer. Rang 5 times and after 1:31 minutes a male dispatcher answered. He asked the pick-up location, name and destination. TAXI Investigator asked for an ETA and he was informed that cab 8104 had accepted the call and would arrive in 5-6 minutes. At 1:59pm cab 8104 arrived and was driven by Chun Lam (A1157875) and he was paid \$10. **RESPONSE TIME: 6 minutes.**
- 2) **SF Taxi** – TAXI Investigator called at 1:02pm and Igor answered. He asked TAXI Investigator his name and location. Igor told TAXI Investigator that he will see who he has in the neighborhood and call him back. At 1:09pm Igor called back and told TAXI Investigator that a driver was responding but was in heavy traffic in GG Park. At 1:22pm S-125 arrived and was driven by Semen Radzivilovsky (A6775241) and he was paid \$10. **RESPONSE TIME: 20 minutes.**
- 3) **Citywide** – TAXI Investigator called at 1:12pm and was answered by a man. He asked the location and name. Advised TAXI Investigator that he didn't have any drivers in the area and suggested that he walk to Geary Street and flag a cab. **NO RESPONSE.**
- 4) **Fog City** – TAXI Investigator called at 1:18pm and was answered by Noor Eissa. He asked TAXI Investigator for his name and location and said he'd try to get a cab out to him. We left the area at 1:05pm after no Fog City Cab responded. **TIME WAITED: 47 minutes with NO RESPONSE.**
- 5) **SF Super** – TAXI Investigator called 415-681-6688 at 1:25pm and it rang 5 times before going to voicemail with Sonny's voice saying, "Thank you for calling SF Super Cab".
- 6) **Luxor** – TAXI Investigator called at 1:26pm and received an automated answer. After 2 rings a female answered and asked location of pickup, how many passengers, name, and confirmed his call-back number. She told him that a cab would arrive in less than 15 minutes. TAXI Investigator called back at 1:05pm to cancel the order and a female dispatcher told him that she doesn't see an order for our location. **TIME WAITED: 39 minutes with NO RESPONSE.**
- 7) **Town** – TAXI Investigator called at 1:41pm and was answered by a female dispatcher. She asked pickup location, confirmed his phone number, name and destination. She told TAXI Investigator that she'd call back when the cab is

outside. At 1:57pm cab 426 arrived and was driven by Joseph Massey (B3660299) and he was paid \$10. **RESPONSE TIME: 16 minutes.**

- 8) **National** – TAXI Investigator called at 1:42pm and was answered by a man. He asked TAXI Investigator his pickup location, name and destination. He gave a 12 minute ETA. At 1:59pm cab 1058 arrived and was driven by Emel Shamgunov (B4976700) and he was paid \$10. **RESPONSE TIME: 17 minutes.**
- 9) **YCC** – TAXI Investigator called at 1:46pm and received an automated response. Before the audio recording was completed a man answered, “Yellow Cab. How may I help you?” TAXI Investigator requested a cab and provided his location and name. Dispatcher told him that if he doesn’t see a Yellow Cab in 10-15 minutes then TAXI Investigator should call back. At 1:48pm TAXI Investigator received an automated call advising that cab 1349 was responding and to confirm the order or cancel it. At 1:50pm cab 1349 arrived and was driven by Sarfraz Muhammad (D6393138) and he was paid \$10. **RESPONSE TIME: 4 minutes.**

My analysis: Flywheel Taxi performed well and showed much improvement from the last audit, however, the wait-time on hold on the phone is the longest by far. Citywide didn’t perform well this time after doing well last time. Fog City, SF Super and Luxor performed below average. YCC performed better than all other dispatch services and remained a top performer. The others performed adequately but not exceptionally.

August 14, 2015: Third Dispatch Undercover Survey

Our location was 799 29th Avenue @ Castillo in the Outer Richmond. The destination provided was Morton’s Steakhouse in Union Square.

- 1) **Fog City** – TAXI Investigator called at 6:25pm and Eddie answered. He asked for the pickup address and when TAXI Investigator told him the address he responded, “OK Sir, let me try. I’ll call you back.” Eddie hung up before TAXI Investigator could respond. At 6:29pm Eddie called back and told TAXI Investigator that he could not find a driver to respond and suggested that TAXI Investigator “try our app”. **NO RESPONSE**
- 2) **Citywide** – TAXI Investigator called at 6:27pm and a male dispatcher answered. He asked for the pickup address and destination. He was very enthusiastic and professional and asked TAXI Investigator if he had ever been to Morton’s before and told him that he’ll love it. At 6:39pm 1491 arrived being driven by Jesse Serna (C2260464) and he was paid \$10. Both the dispatcher and Serna were friendly and professional. **RESPONSE TIME: 12 minutes**
- 3) **Flywheel Taxi** – TAXI Investigator called at 6:34pm and it was answered by an automated message. After one ring a female answered and requested the pickup

address and destination. She was very polite and gave an ETA of 10-15 at the most. At 6:40pm Flywheel 8092 arrived being driven by Ken McElroy (P0465650) and he was paid \$10. Both the dispatcher and McElroy were friendly and professional. **RESPONSE TIME: 6 minutes**

- 4) **Town** – TAXI Investigator called at 6:44pm and a male dispatcher answered after one ring. He requested the pickup location and TAXI Investigator's name. He also asked if TAXI Investigator is ready to be picked up now. At 6:55pm the dispatcher called back and said taxi 827 will arrive in 2 minutes. 827 arrived while TAXI Investigator was still on the phone with the dispatcher. 827 was being driven by Fisiha Tefera (F3563208) and he was paid \$10. Both the dispatcher and Tefera were friendly and professional. **RESPONSE TIME: 11 minutes**
- 5) **Luxor** – TAXI Investigator called at 6:51pm and received an automated message. It then rang twice and an automated message stating that "all operators are currently busy" played. At 6:52pm a female dispatcher answered and asked for the pickup address and TAXI Investigator's name. She was very friendly and advised TAXI Investigator that a cab should arrive in 10 minutes. At 7:05pm cab 105 arrived being driven by Wahidullah Yusufi (A3205054) and he was paid \$10. Both the dispatcher and Yusufi were friendly and professional. **RESPONSE TIME: 14 minutes**
- 6) **National** – TAXI Investigator called at 7:01pm and after 2 rings a male answered. He asked the pickup location, name and destination. He advised TAXI Investigator that he'd call back in 10-15 minutes. At 7:12pm he called back and told TAXI Investigator to come outside because the cab was two blocks away. At 7:13pm cab 2407 arrived and was driven by Ilya Uvaydov (D4900398) and he was paid \$10. Both the dispatcher and Uvaydov were friendly and professional. **RESPONSE TIME: 12 minutes**
- 7) **YCC** – TAXI Investigator called at 7:08pm and after one ring it was answered by an automated message but hung up almost immediately. TAXI Investigator called back immediately and after one ring received the automated message. A female dispatcher then answered and asked for the pickup location, name and time he wanted to be picked up. TAXI Investigator told her he was ready to be picked up. She advised him to call back in 10-15 minutes if a cab hadn't shown up and she'd check the status of the order. At 7:13pm cab 2774 arrived being driven by Anthony Macaulay (U6135375) and he was paid \$10. Both the dispatcher and Macaulay were friendly and professional. **RESPONSE TIME: 5 Minutes**

We ran out of money to pay the drivers, so SF Taxi so is not a part of this survey. I feel it's worth reiterating that all 6 drivers were very professional and the dispatchers were as well. YCC and Flywheel did exceptionally well. We are in agreement that getting a cab to respond to the Outer Richmond on a Friday night between 6:30 and 7:30 in UNDER 15 minutes is good service. All of the cabs that arrived appeared to be clean, including both spares.