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## Weifang 95128 Taxi-hailing Service Platform

In order to promote the transformation and upgrading of the cruising taxi industry, Weifang accelerates the promotion of the "+ Internet" mode of cruising taxis to serve and facilitate the travel of the elderly. Weifang Transportation Bureau strictly implements the relevant deployment requirements of ministries, provinces and municipalities, and implements the work deployment of "learning the history of the Party, strengthening the Party spirit, changing the style of work, and doing practical things for the masses", which is the first city in Shandong Province where the 95128 national unified taxi service platform was put into operation. Weifang 95128 taxi service platform was completed and put into use in November 2017, and upgraded in December 2020. After several years of continuous exploration, 95128 has grown into the first choice for Weifang citizens to travel by taxi.

### **I. Registration and Use**

At present, the 95128 car hailing platform covers 2,262 cruising taxis in the downtown area of Weifang, with 4,149 registered cruising taxi drivers, 372 registered cruising taxis in Zhucheng, 670 registered drivers, and more than 2,000 orders are received daily in the main urban area, including more than 800 telephone orders and more than 1,200 applet orders. Since this year, the total number of orders received has reached nearly 300,000, with a success rate of 90.7%. The average daily number of orders received in Zhucheng is more than 400, including more than 80 telephone orders and more than 300 orders from the applet.

### **II. Order Receiving Mode**

In order to solve the taxi hailing difficulty and travel difficulty for certain groups of people, Weifang 95128 taxi-hailing service, aiming at different user groups, adopts a variety of taxi-hailing channels, such as 24-hour taxi-hailing telephone, mobile App, Wechat applet, WeChat Official Account and so on. Based on the original two taxi-hailing modes, the Municipal Transport Bureau, through continuous exploration and summary, developed WeChat and WeChat Official Account taxi-hailing functions and put them into use. Various modes of taxi-hailing enrich the way citizens travel and meet the needs of different audiences at any time and in any way.

### **III. Publicity and Promotion**

After the opening of 95128 platform in Weifang, the Municipal Transport Bureau launched the local mainstream media to carry out extensive publicity, with a lot of reports by Shandong Radio and Television, Weifang Media Network, Weifang Evening News client, etc. Moreover, 95128 publicity posters and WeChat applet QR codes were posted at prominent locations in the city's major transportation hubs, such as bus stations, railway stations, airports and other

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areas with high passenger flow and strong taxi demand, to seize the publicity "first sight" effect, and focus on protecting passengers' demand for hailing under special circumstances or in extreme weather. In addition, the Municipal Transport Bureau makes full use of the publicity effect of taxis as mobile business cards, carries out 95128 brand promotion on the top light, car body, inside the car and other advertising spaces of cruising taxis, prints promotional business cards and distributes them to passengers at any time for mobile promotion.

#### **IV. Platform Management**

By giving full play to process management and link control, the Municipal Transportation Bureau has formulated a perfect vehicle access standard. Before registering and using 95128 platform, it is only necessary to connect the GPS data of vehicle terminals, personal information data of drivers and related data of affiliated companies with the platform, so that the illegal phenomena such as the discrepancy between people and vehicles and the receipt of orders by private cars will be eliminated. This ensures the legitimate rights and interests of both drivers and passengers, and connects the platform with the dispatching management platform of city cruising vehicles, providing data and theoretical support for handling passenger complaints.