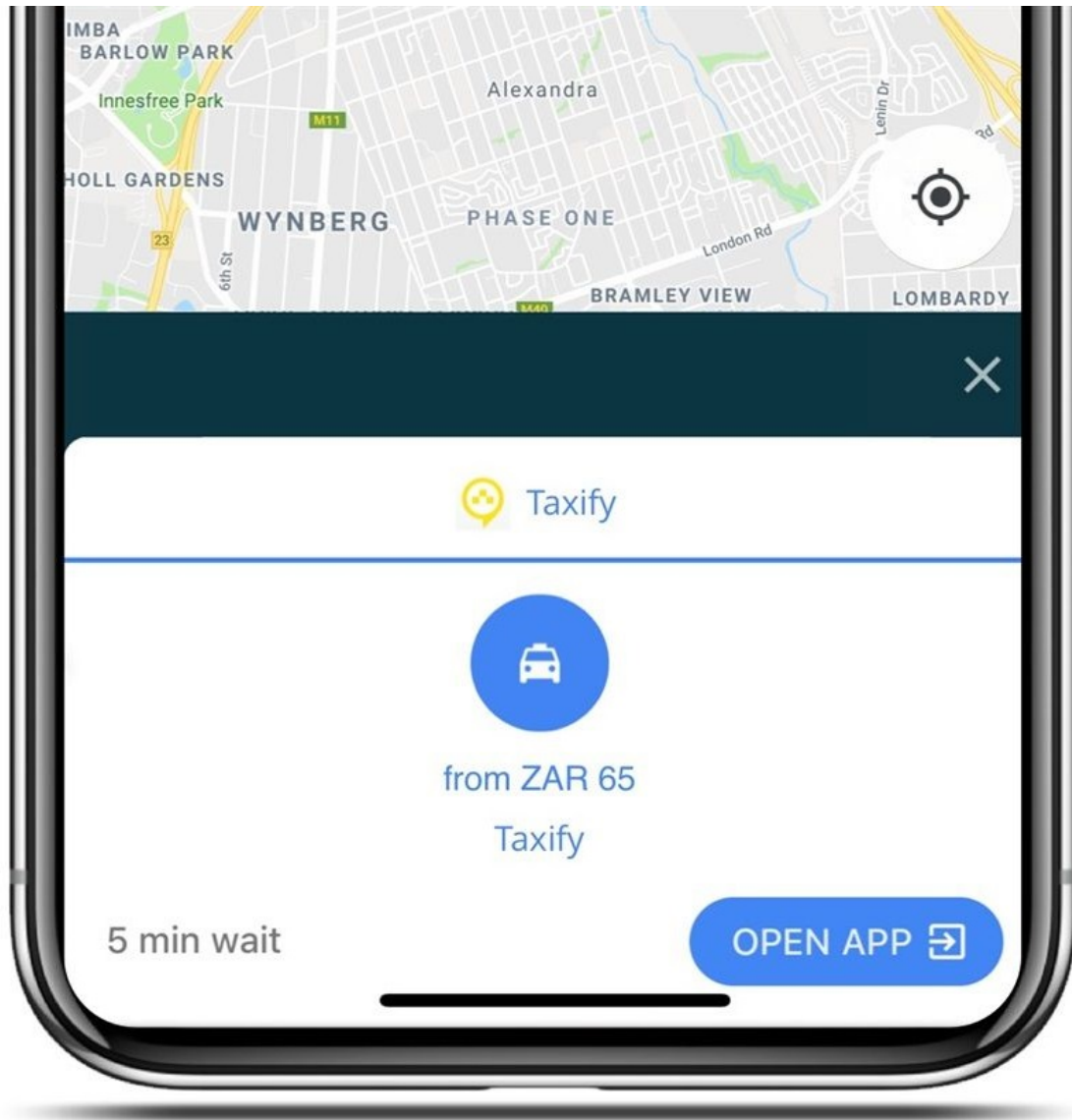


Taxify integrates into Google Maps

South Africans now truly have the world at their fingertips, with Taxify's inclusion into the Google Maps app, which has gone live.



Taxify started operating in South Africa in 2016 and as of October 2018 operates in seven South African cities - Johannesburg, Ekurhuleni, Tshwane, Cape Town, Durban, Port Elizabeth and Polokwane.

Once riders have searched for their destination and asked the app for directions, Google Maps shares the proximity of cars on the Taxify platform, as well as an estimated fare for the trip.

If users see that taking the Taxify option is their best bet, they can simply tap on the 'Open app' icon, to complete the process of booking the ride. Customers without the app on their device will be prompted to install Taxify first.

This integration makes it possible for users to evaluate which of the private, public or e-hailing modes of transport are most time-efficient and cost-effective.

“This integration with Google Maps makes it so much easier for users to choose the best way to move around their city,” says Gareth Taylor, Taxify’s country manager for South Africa. “They’ll have quick comparisons between estimated arrival times for the different modes of transport, as well as fares they can expect to pay, which will help save both time and money,” Taylor added.

Taxify rides in Google Maps are rolling out globally today and will be available in more than 15 countries, with South Africa being one of the first countries to benefit from this convenient service.

For more, visit: <https://www.bizcommunity.com>