

We want to take credit cards... ...but we want a more cost effective solution!

More and more passengers want to pay for their journeys with either credit or debit cards, with passengers saving their cash either for "one more round" or needing a trip to the cash machine! As professional drivers, we all know the problem; we increasingly need to be able to take credit cards (doesn't everyone hate turning down fares!) but quite often the cost, inconvenience and the amount of time taken to get the cash in the bank, means that taking credit cards is just another hassle that we don't need.



people using our payment systems, its easy to see why we are rapidly becoming the market leader" Drivers with an approved mobile phone simply download the relevant (**MobilePOS** or **TaxiPay**) software from Adelante and install it on their phone. Once installed, the software allows

drivers to input the credit card details and fare values onto their phone, this is then sent to the Adelante's server and is processed via the banking network. Approximately 15 to 20 seconds later, the driver gets a message back to say "Authorised" or "Declined." If authorised, no further action need be taken by the driver as the funds are automatically credited to the Drivers' account.

However, *Adelante Software Limited* has a solution to these problems! Adelante designed its **MobilePOS** and **Taxipay** products around the needs of

the professional driver and provides drivers with the facility to accept credit cards payment without the need for costly and inconvenient systems, and without long contractual commitment.

Neil Tucker, Commercial Director for Adelante told us "We wanted to give drivers a way of taking credit cards, that doesn't cost them a lot of money and converts card jobs to cash as quickly as possible. Historically, if a driver wanted a mobile credit card system, he had to join a circuit or get an expensive

payment terminal and commit himself to large monthly payments or to long contracts. Adelante has developed a great solution to the drivers' problems; by using a mobile phone to take card payments, **MobilePOS** and **TaxiPay** do away with traditional disadvantages, and, in the case of **TaxiPay** even pays the driver a 5% bonus for every card taken. With over 12,000

"The best thing," continued Neil "...is that we don't just have a 'one size fits all' product range. Our **MobilePOS** and **Taxipay** products cater for large circuits and owner-drivers alike. Whether it is in terms of pricing structure, technical solutions or merchant account facilities, Adelante will have a solution to suit your size and need"



It looks as though **Adelante** has got just what the industry wants; an effective credit card processing system available on your own phone, (or complete with a despatch, satellite navigation and control software, should you need it).

Members of the LPHCA will benefit from a special rate that the LPHCA has been able to secure through its partnership with **Adelante**, and with prices starting at £30+VAT, it is certainly worth taking a look at **Adelante's** products.

Prices starting at £30+VAT

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To see what solution is best for you please contact

Adelante on **0870 060 2204**,

or take a look at their websites: www.adelante.co.uk or www.taxipay.net