

# MORE LPHCA MEMBERS MOVE TO MOGO PLATES

Barrie Biring's 24 Hour Central Cars based in Welling are amongst the ever increasing number of LPHCA members to recognise the great value of putting their name on their vehicles via Mogo's rear number plate attachments.

Mogo are as delighted as the drivers and passengers with the uptake of the signage and as a special offer to LPHCA member's they are offering a 25% discount on new and re-orders for all members. Simply call Cara on 07921 614462 for more details.

Operators like LPHCA Member – Les Chapman at Datacars in Eltham immediately grasped the opportunity of putting his company name on his 200 vehicles. Remarkably in the short time since then he has put Mogo's Marketing Plates on the back of his vehicles he has seen a 10% growth in his fleet in spite of the current recessionary pressures.

As Les and other LPHCA Members were offered a very good discount by Mogo the number of 'Member Companies' who got them installed went into double figures in a matter of weeks.

Mogo's free design service has meant that an unbelievable 25% of 'LPHCA Member Companies', either have them on their vehicles or have received sample designs from Mogo.



*We took the opportunity to ask a few of the first members to take the plunge for feedback comments.*



Luci Browne and Mabsy Latif at Alphabet Cars Limited based in East London are very pleased to have the new look 'Mogo Plates' on their vehicles as it has made life a lot easier for their passengers and drivers. When customers call for their Private Hire Services they want to be assured that they get into *the correct vehicle*.

'Mogo Plates' answer all of the customers' questions, which is especially useful for collecting passengers from busy clubs, pubs, supermarkets, etc. Alphabet Cars Passengers are told to look for the Mogo Plate ID on the vehicle when exiting their venue for their trip home.

With Mogo Plates they say our vehicles are easy to identify, so lone females are sure they are being collected by a legitimate company to be safely escorted home.

Alphabet Cars Customers love the new plates, it is also helpful for us as an advertising tool. Many Private Hire Drivers from other companies have stopped our drivers remarking how nice they look on the vehicles. *All in all we are pleased that a well made advertising tool has been made available to our industry.*

**Justin Rock – Cannon Cars says:**

*"Our Drivers state that the plates are very popular with the customers. They are an effective way of advertising whilst also being extremely reassuring to the passengers that they are getting into the correct vehicle. They are also neat, professional and enhance the vehicle as a Private Hire Vehicle."*





**Jola in Recruitment at Central London Hire** says: "Since we have started installing **Mogo Plates** we have had many further enquiries from our fleet of drivers requesting them." **Central London Hire Fitter Terry** says: "**Mogo Signage** is great. The fact that it is so easy to fit on quickly is very clever and it does not cause any damage to the vehicle, it also cleans up so easily."

**Abdul a Central London Hire Driver** says: "I think it has helped us *keep our customer happier* with the **peace of mind** that they are getting in the right car." **Chris** his fellow **Driver** said: "Due to an accident this week I needed to change my car. I was surprised how simple it was to remove and refit to another vehicle without any drilling."

**Ruth West a customer** said: "*What a fantastic improvement*, as a regular **Koko Night Club** visitor I know what company I am using and the car is identified so I don't have to worry about being wrongly picked up by an illegal tout, which has happened to me before."

**Zoë Fields another customer** said: "Thanks for organising the 3 cars to pick us up at the station. It was absolutely straightforward as we recognised the cars by the **Number Plate Sign** just like you told us. There was no confusion like the last time, so thanks for a job well done."

## DRIVER ACCEPTANCE

As most **Private Hire Vehicles** are **Driver Owned**, it is not surprising that they do have an important say on what goes on *their vehicles*. **Drivers** also however have a vested interest in *the number of customers* that use *their companies* as this directly affects their living.

Outside the **PCO Licensing Area Drivers** may already have to attach a plate of some sort to their vehicle, which would have no benefit to them in terms of bringing in work and therefore cash.

Where companies have utilised this new marketing tool, customers are now saying please send an '**identified vehicle**'. **Drivers** have quickly realised that not being '**Mogo Plated**' could be costly and once their company has paid for the **Number Plate Attachments** they are carrying around free advertising, which brings money into their pockets.

## CUSTOMER DELIGHT

In most cases as evidenced by '**Customer Comments**' featured with this article, the feedback is very favourable and the vast majority of customers see the addition of '**Number Plate Attachment Signage**' as a welcome enhancement to the service.

**Cost** – No surprise here that introducing **branding on vehicles** will cost money however the question we need to ask is what the return will be in relation to the cost. Whilst *this will vary slightly from Operator to Operator* the opportunity to have '**Your Company Name**' and '**Phone Number or Website**' *constantly displayed on your driver's vehicles* is priceless and the cost is minimal compared to throw away marketing like drop cards.

