

# UBER

“Where lifestyle meets logistics”

# What is *Uber* ?

Uber Technologies Inc. is an American multinational online taxi dispatch company headquartered in San Francisco

American online  
**taxi company**

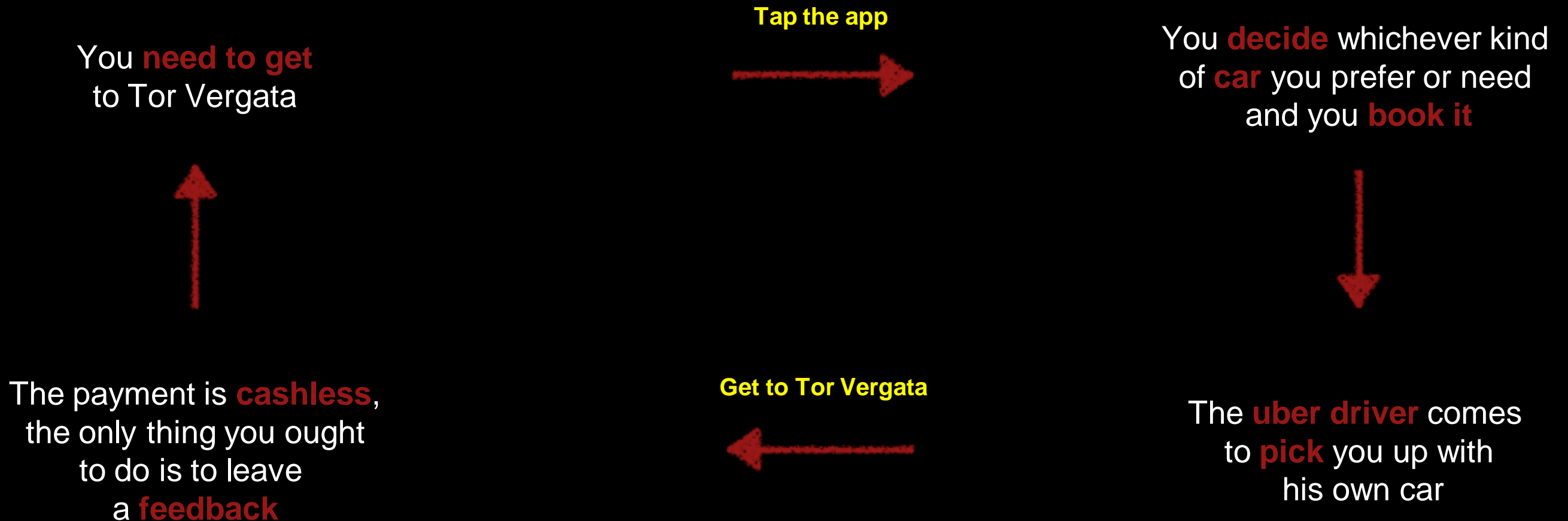
Works **through the app**  
that allows consumers to  
**submit a trip request**

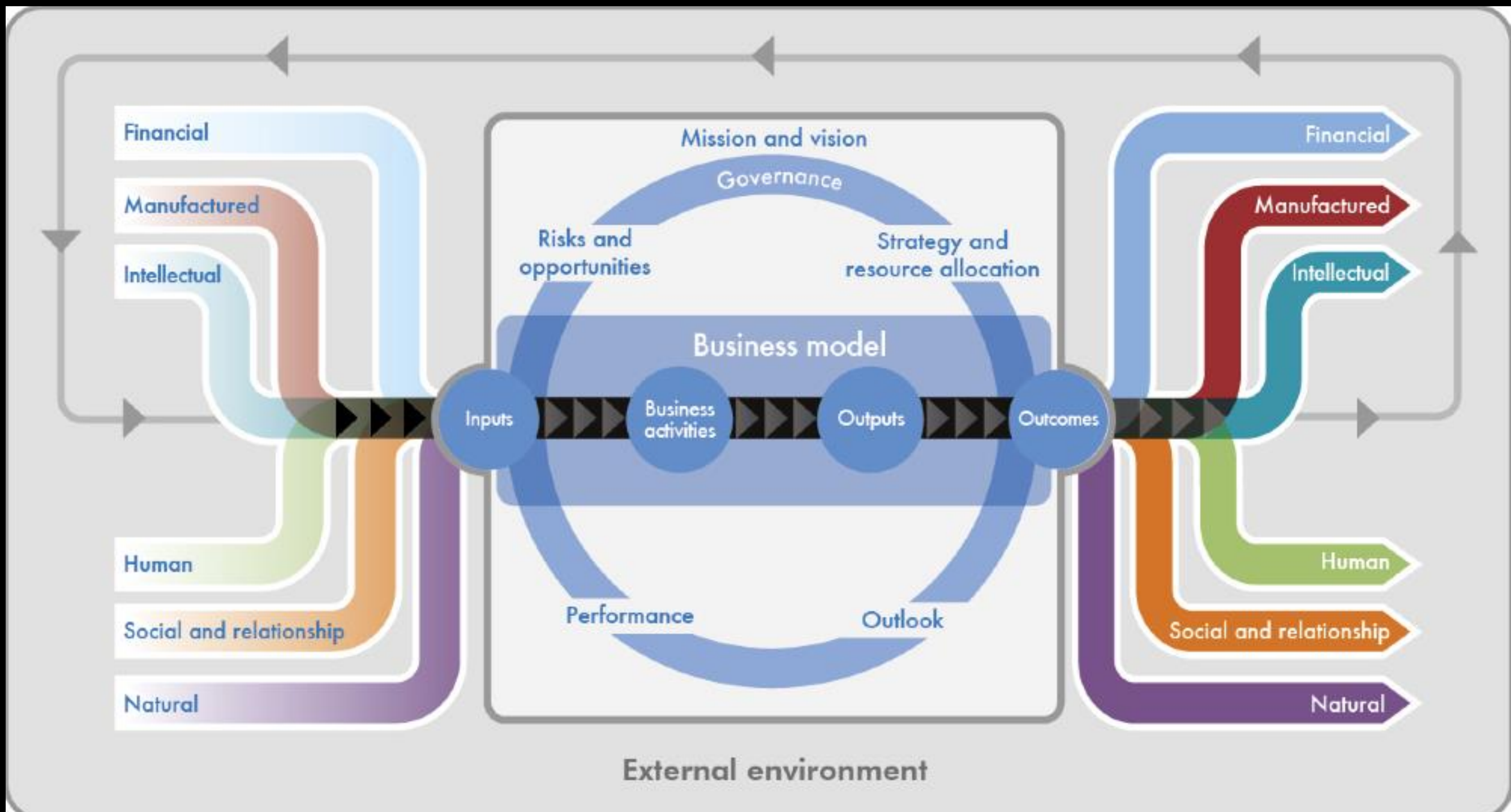
The ride is directly charged  
to the **credit card** you have  
registered on the app.  
**Cashless service**

Then routed to Uber **drivers**  
who **use their own cars**

# How *Uber* works?

explain what Uber is about, as their slogan states, we can say that it is a new way of car sharing “Where lifestyle meets arrival time) and another once it has arrived. Get in, tell the driver where to take you, and relax. Once you reach your







What is an **input** ?:

Resources are something used (transformed) in order to produce an output (products).  
Inputs are classified under costs in accounting.  
Collectively, resources are called factors of production , or input of production.

What is the  
**“Transformation  
process”** ? :

It is where our resources are converted into the final outcome,  
which could be either a product or a service.

What is an **output** ?:

It is the product or service you have developed thanks to your Inputs (resources)  
and that went through the Transformation process, where your Input becomes an Output.



What is a  
“**Feedback**”?:

*It is the consequence of the outcome you produce.*

On the basis of datas, enterprises understand what to produce or what kind of service to provide to their customers.

So the **feedback** is needed in order to understand if there is anything that could be improved in the product I sell or on the service I provide.

**Datas create informations**

# Uber's case

## Uber's Inputs

- Four doored car
- A licensed driver
- App for smartphone

## Uber's Transformation Process

Connecting the drivers and riders via the uber app by delivering the message once the clients have requested a ride

## Uber's Outputs

- Car driving the client to their desired location
- Operations
- Quality
- Flexibility

# Uber's Feedback

*Why it is so important:*

## **Culture of accountability:**

Uber constantly monitors feedback to help drivers improve the experience. This process allows the company to create and maintain a safe and respectful environment for riders and drivers. Real-time feedback allows Uber to respond quickly to issues, and may result in a driver being deactivating due to their unreliable service.



# Topics discussed in class

Is it mandatory to leave a feedback for both drivers and riders?

It is, since through feedbacks Uber is able to improve the quality and the safety of the service. When the feedback is negative any account could be deactivated, while if it's positive drivers and riders will gain some privileges, such as free rides

Why is Uber better than taxis?

Cause it provides a simple and convenient service and it allows you to choose between different type of cars (e.g. luxury, vans, black cars)

What is the relation between price, quantity and time?

The first 3/4 years the price has a stronger impact on the customer choice. After that, more importance is given to the quality, so the company has also to focus on the quality and no more simply on the price.

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