

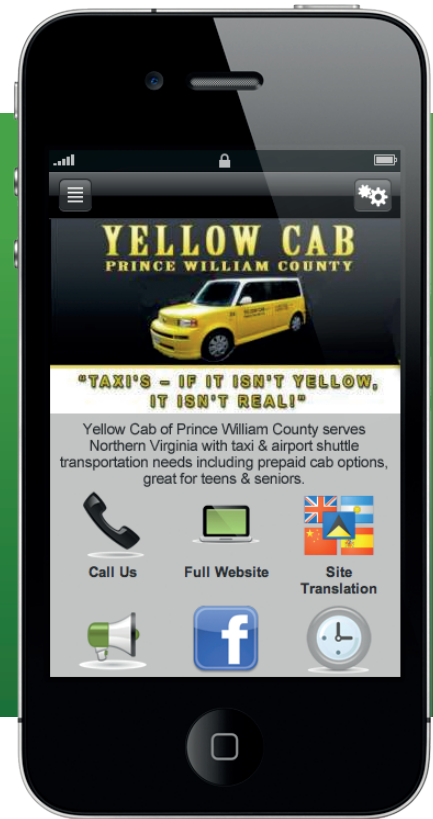
Case Study: Yellow Cab PW

"Now customers can find and call us from their cell phone with just one click, straight from the mobile website".

"The process was really easy. Working with our web consultant, we were able launch a mobile site seamlessly that looks great on any phone".

Tammy Beard - President, Yellow Cab Prince William County

<http://www.yellowcabpw.mobi>



▶ About Yellow Cab PW

Yellow Cab operates the largest fleet of taxi cabs serving Prince William County, Virginia and the greater Washington area. It offers a 24/7 service and is one of only two fully licensed cab companies in the county.

▶ The Challenge

With cell phone penetration now exceeding 100% in the US, Yellow Cab knew that mobile was a place they wanted to be. The local nature of the taxi cab business makes mobile even more important for Yellow Cab, with many customers searching for local services they want immediately on their cell phones. Mobile users often have an immediate need in mind when they pick up their phones. Google recently reported that almost 2 out of 3 people call a company after finding their service on a cell phone. According to Tammy Beard, President of Yellow Cab, "We wanted to be able to connect with customers who use their cell phones to find a cab. Now customers can find and call us from their phone with just one click, straight from the mobile website".

▶ The goMobi Solution

goMobi gives business owners a fast, easy, and cost-effective way to launch a complete mobile website in just minutes. goMobi's user-friendly interface allows businesses to easily add a range of mobile-friendly features to their mobile site without any need for technical knowledge. A goMobi site allows customers to click to call, make reservations, redeem coupons, share content via social networking tools and much more. goMobi sites work on over 6000 devices from basic feature phones to advanced smartphones.

▶ The goMobi Solution

Now Yellow Cab can engage with all mobile customers no matter what phone they own. According to Tammy, "The process was really easy. Working with our web consultant, we were able launch a mobile site seamlessly that looks great on any phone."

▶ Results

Working with their web consultants, Yellow Cab chose goMobi to put their business on the mobile Web. With yellowcabpw.mobi now successfully launched, Tammy is excited about how Yellow Cab can connect with customers on the move. "Our mobile site loads faster and looks better on a cell phone than our traditional website" says Tammy.

Looking to the future, Tammy says "Our goMobi site gives Yellow Cab a real advantage. Our customers are mobile, and now so are we."

Learn More:

<http://www.gomobi.info/getstarted>

<http://www.go.mobi> (from your mobile)

