

Draiver teams with Uber to co-develop an API for trip bookings

The vehicle logistics company realizes replicable cost and time savings



The challenge

Every day, countless vehicle-related businesses across the country face a big question: What is the most efficient, cost-effective way to deliver vehicles that have been rented or sold to customers located dozens, if not hundreds or thousands, of miles away?

“Draiver is focused on vehicle delivery logistics for fleet management, enterprise, car-share, and rental companies,” says Zarif Haque, CEO, Draiver. “Our customers may need to service vehicles under warranty, deliver trucks, move vehicles from railhead to dealerships, or reposition fleets.”

The task of moving them is more complicated than it seems. Variables include traffic, distance, weather, resources, and volume of vehicles. Haque knew his company needed to take a new approach, and this is where Uber came in. He recognized that many of the drivers that Draiver contracts with didn't have the Uber app or didn't want to cover ride costs directly and expense them.

Draiver is a self-learning vehicle delivery logistics company.

Industries:

Transportation, fleet management and operations, software

Challenges:

- Needed a seamless way to sync driver ride requests with job orders
- Draiver wanted to pay for rides with Uber directly and bill back to customers

Solutions:

- Uber API integrated with the Draiver app
- Made the co-developed API available to other companies

Results:

- Improved productivity and time savings
- Greater volume of business due to new automation

Key metric:

- 30% cost savings versus staff drivers (in major metro areas for trips within 50 miles)

DRAIVER

“With the Uber API integration, Draiver is able to take advantage of new efficiencies in the way we connect drivers to opportunities.”

Zarif Haque
Chief Executive Officer
Draiver

The solution

While Draiver leverages AI and machine learning technology to autodispatch vehicles across a city or region, the driver-reposition and trip arrangement system proved to be a tough challenge. After in-depth discussions, Haque’s staff worked closely with the Uber for Business development team to help co-develop the Uber API. The API provides a dashboard to track drivers that can be integrated into any third-party system.

“In the past, if a driver took a vehicle to a location and dropped it off, another employee was needed to come get the person,” says Haque. “Now the system automatically arranges a ride with Uber, and the drivers don’t need to have their own Uber account or a credit card to take advantage of it.”

By embedding the booking of rides with Uber into the Draiver app, Draiver can tie the cost of each ride to the corresponding customer’s account. Drivers who contract with Draiver like that they don’t have to pay directly for the rides.

The result

Benefits of the Uber API integration with the Draiver app include these:

- The Draiver team can directly book and cancel rides with Uber within the Draiver application
- The exact geographic coordinates of Draiver drivers are automatically indicated through a location pin dropper, making it easier for Uber driver-partners to locate them
- Access to clear and robust single- and multiple-ride details, including route-specific costs that can be passed back to customers
- The ability to see a route-specific cost estimate and retrieve receipts
- The capability to quickly add multiple new drivers simultaneously to the Draiver platform
- Increased flexibility and customization options

“Uber has been a fantastic partner in this whole endeavor, and we appreciate that their team could help with such a specific use case,” says Haque. “We think that other companies could benefit from this type of ride-booking capability as well.”



For more information about Uber for Business, please visit:

uber.com/business