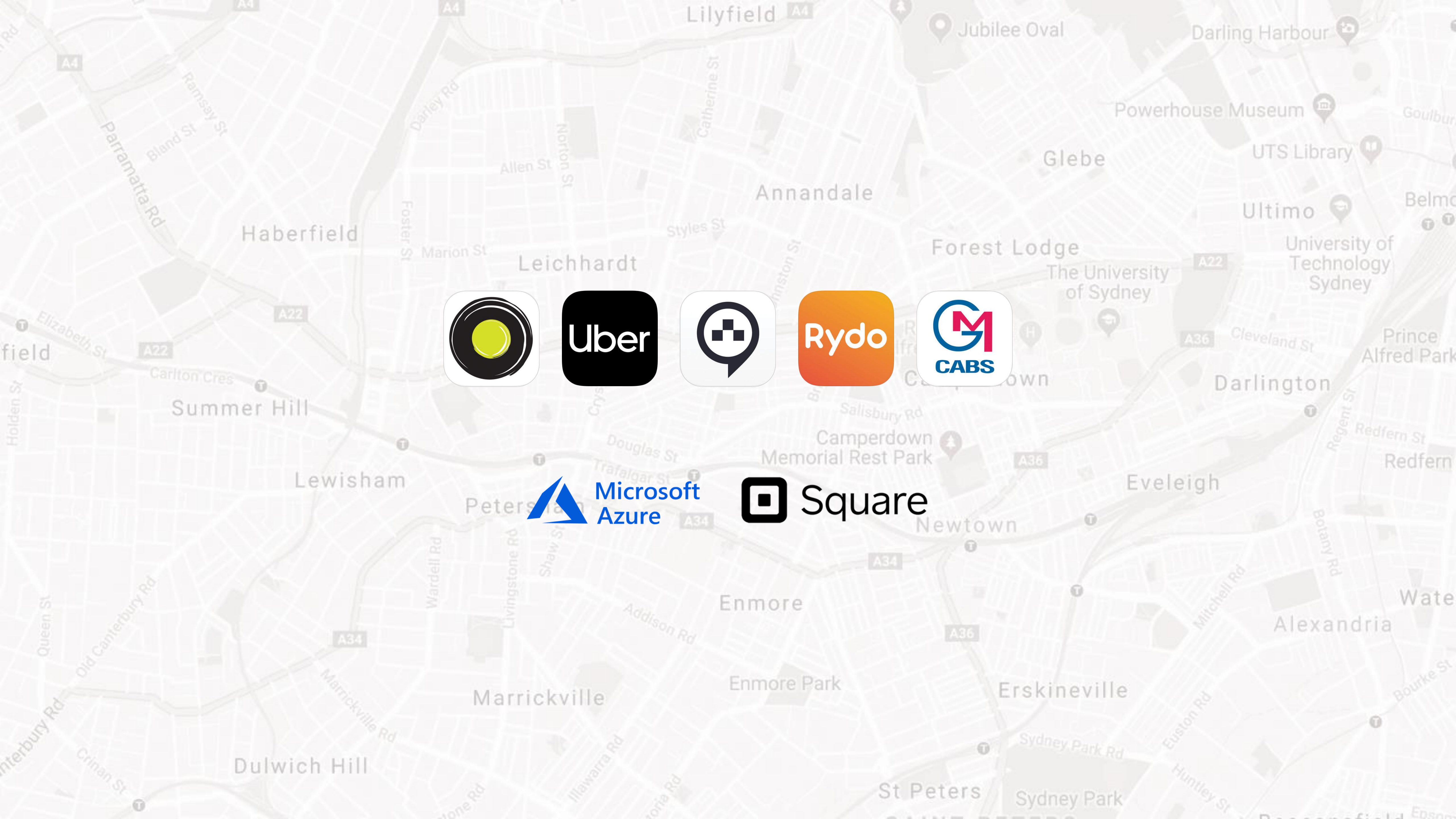




The Cabcharge Digital Transformation



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**Doing
things right**

**Doing the
right thing
for our
business**

**Doing the
right thing
for our
people**



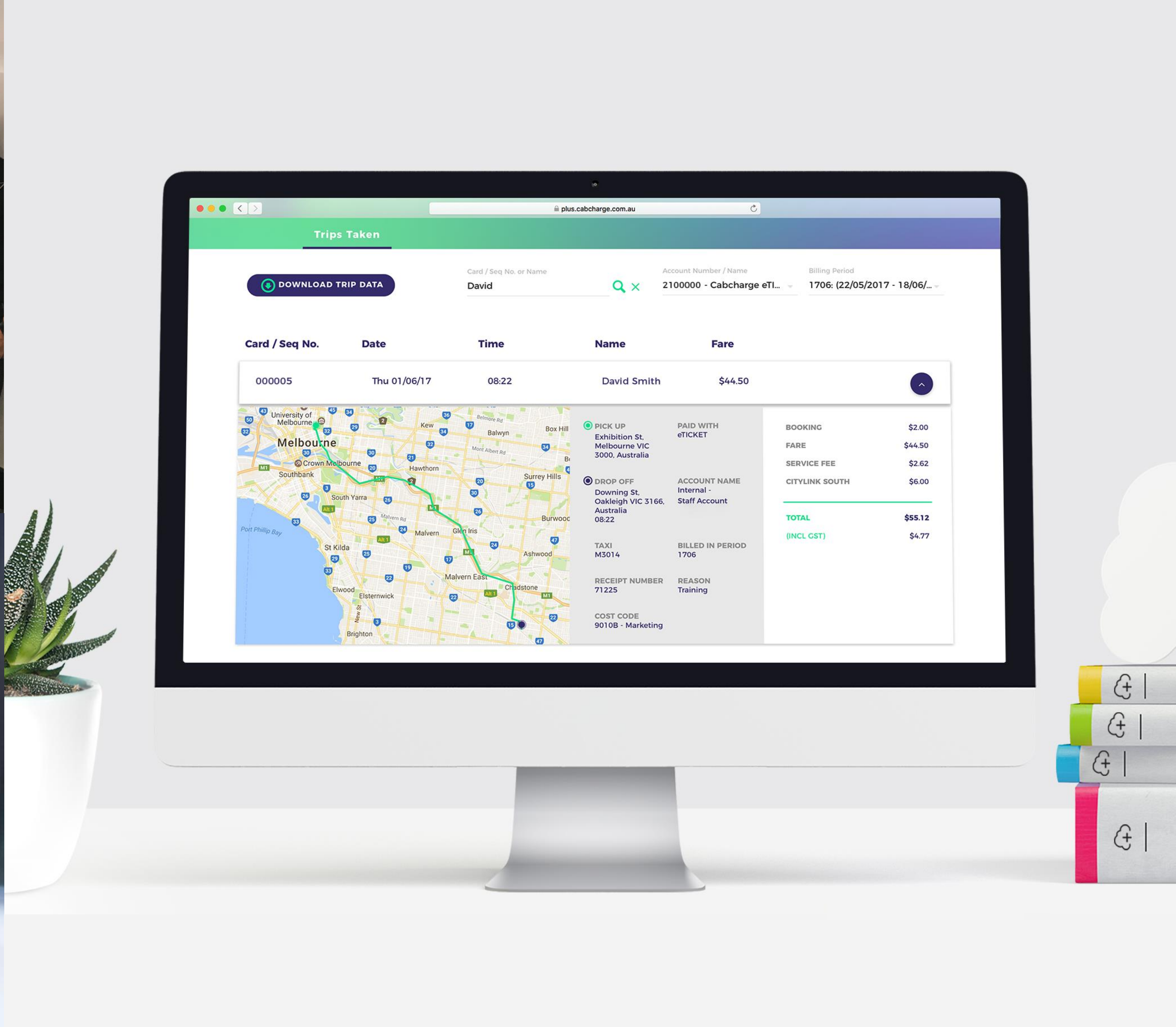
**Doing
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people**



How it all began



plus.cabcharge.com.au

Trips Taken

[DOWNLOAD TRIP DATA](#)
Card / Seq No. or Name: David
Account Number / Name: 2100000 - Cabcharge eTL...
Billing Period: 1706: (22/05/2017 - 18/06/...)

Card / Seq No.	Date	Time	Name	Fare
000005	Thu 01/06/17	08:22	David Smith	\$44.50

PICK UP
Exhibition St, Melbourne VIC 3000, Australia

DROP OFF
Downing St, Oakleigh VIC 3166, Australia 08:22

PAID WITH eTICKET

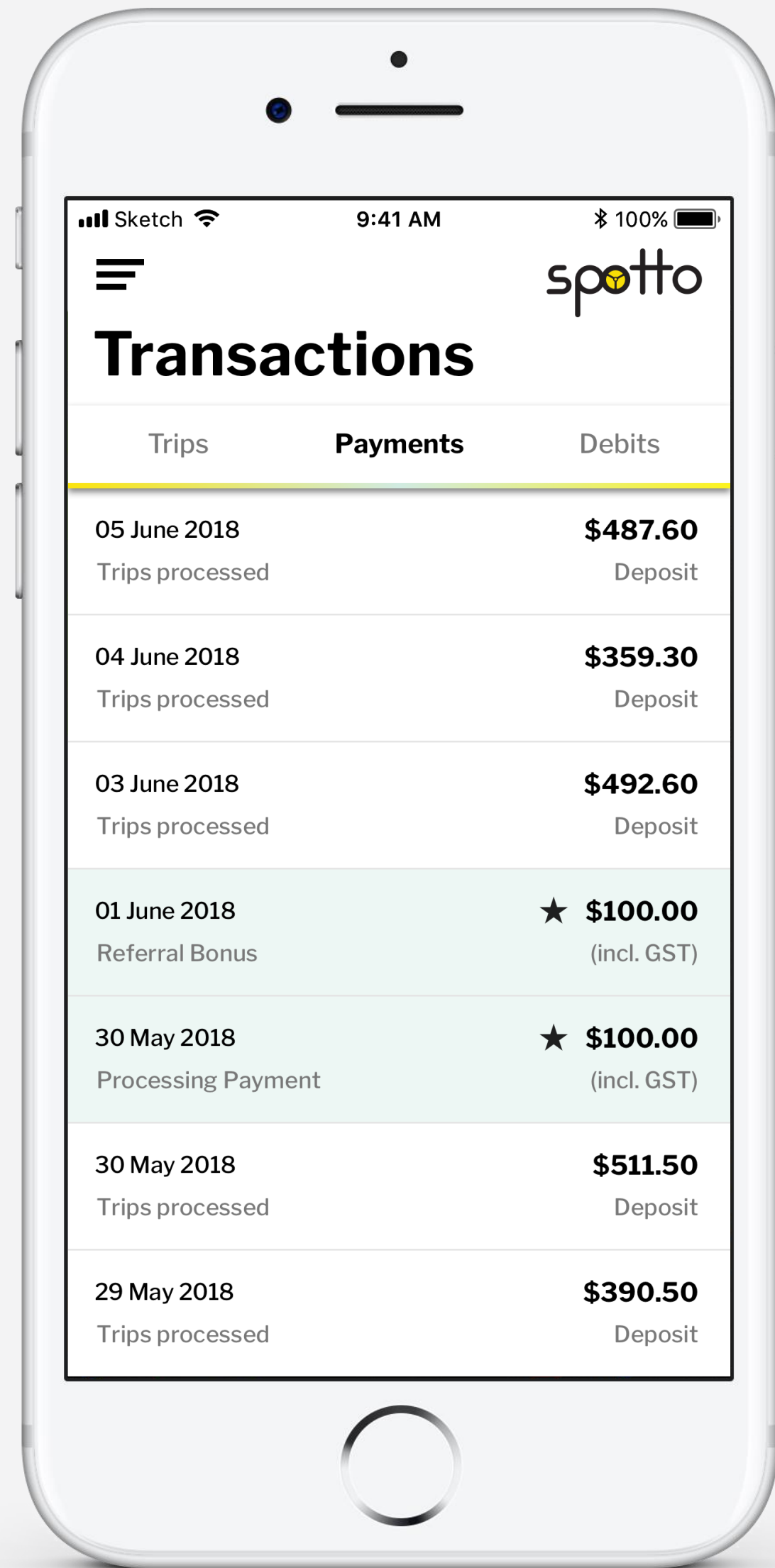
ACCOUNT NAME: Internal - Staff Account

BILLED IN PERIOD: 1706

REASON: Training

COST CODE: 9010B - Marketing

BOOKING	\$2.00
FARE	\$44.50
SERVICE FEE	\$2.62
CITYLINK SOUTH	\$6.00
TOTAL (INCL GST)	\$55.12



What we learned

- **Focus on what differentiates**
- **Outsource - what doesn't**

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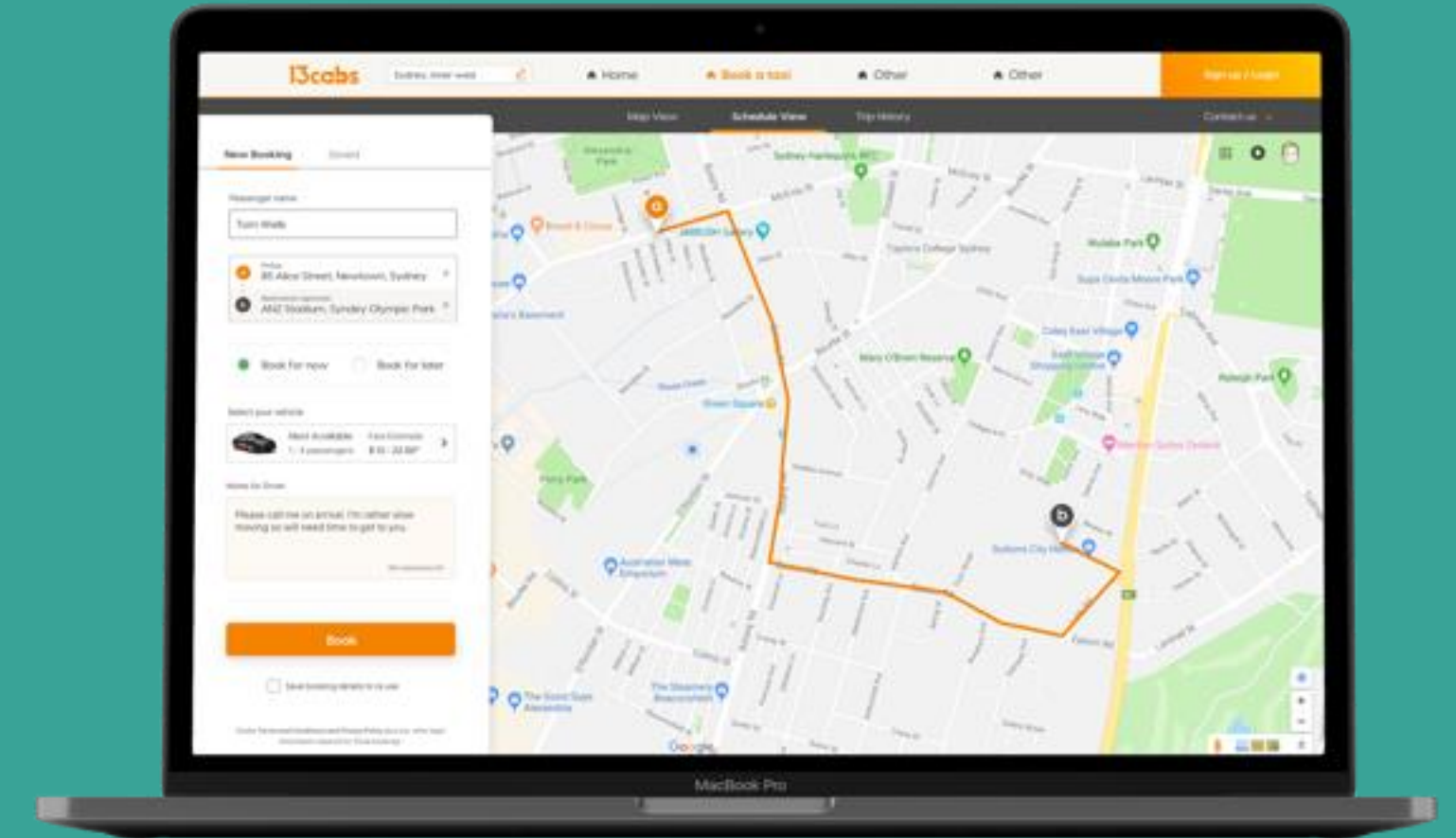
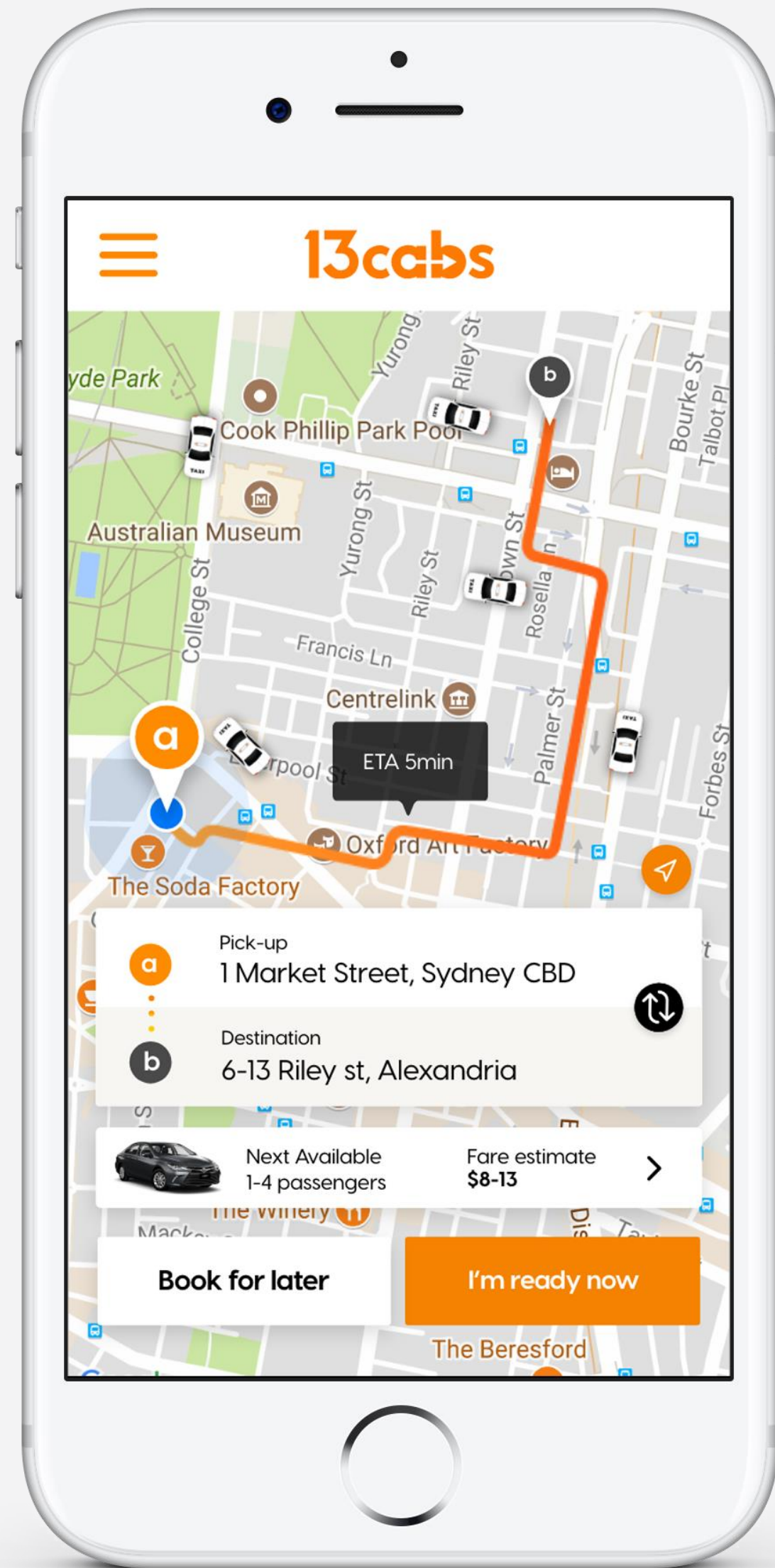
**Doing the
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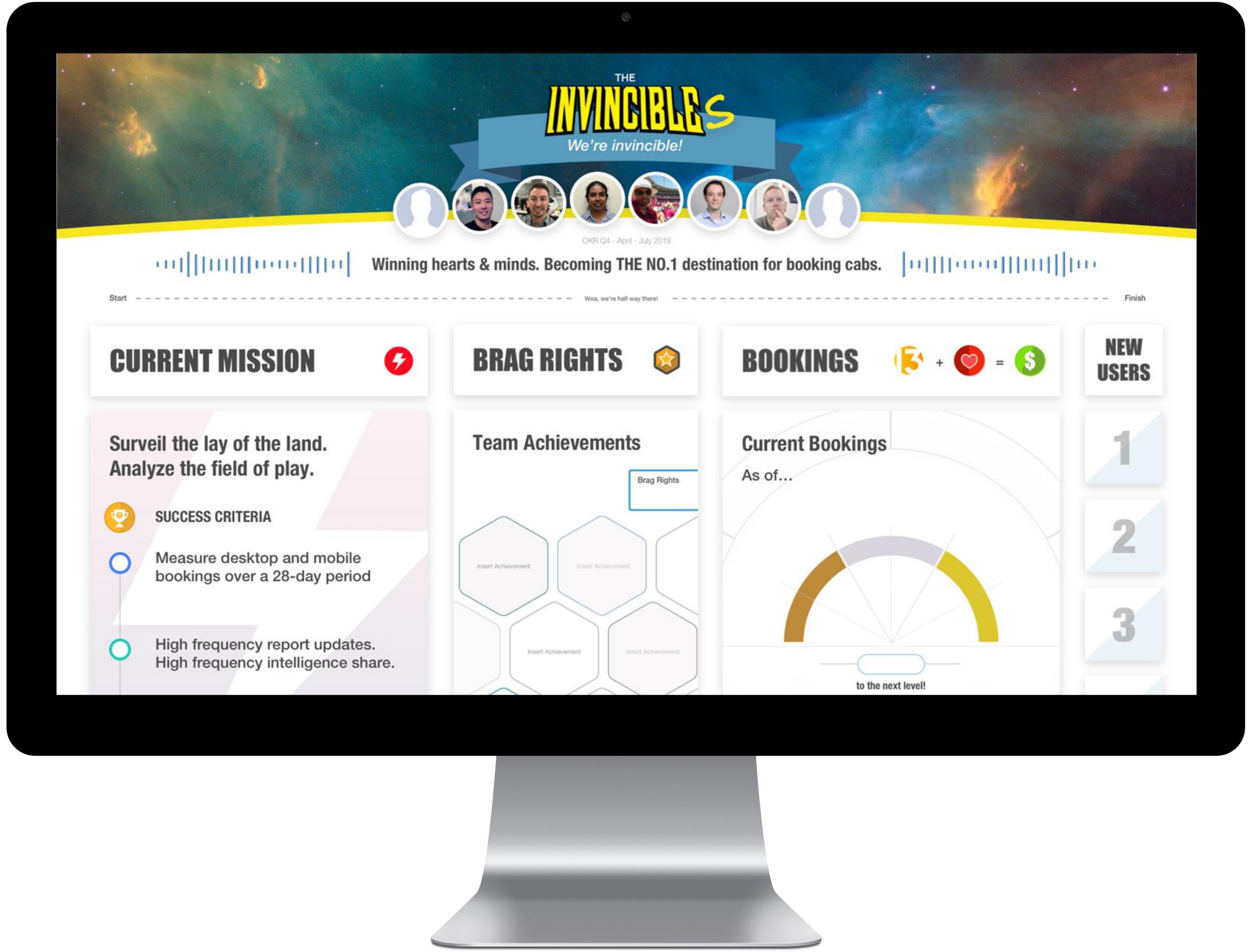
How do we know we're working on the right thing?

And, how can we equip our teams to make the right choice?





Giving agile a brain with OKRs



THE INVINCIBLES

We're invincible!



OKR Q4 - April - July 2019

Winning hearts & minds. Becoming THE NO.1 destination for booking cabs.

Start ----- Woa, we're half way there! ----- Finish

CURRENT MISSION



Surveil the lay of the land.
Analyze the field of play.



SUCCESS CRITERIA



Measure desktop and mobile bookings over a 28-day period



High frequency report updates.
High frequency intelligence share.

BRAG RIGHTS



Team Achievements

Brag Rights

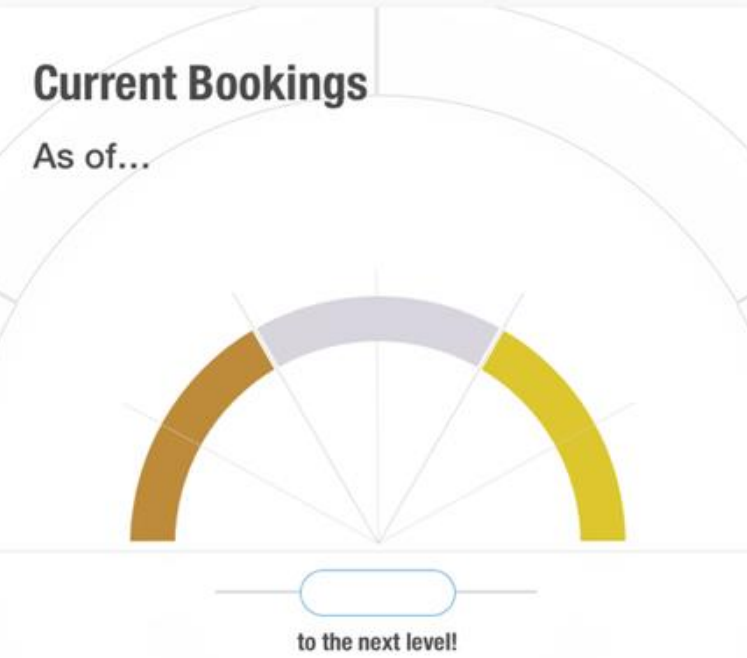


BOOKINGS



Current Bookings

As of...



NEW USERS

1

2

3

What we learned

- **A strong, clear target state creates laser focus and cuts out the noise**
- **It enables collaboration and fosters creative problem solving**
- **It doesn't lock teams down on 'the how'**
- **It fosters a culture of strategic decision making and a natural curiosity to seek out the 'why'**

**Doing
things right**

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people**



How can we learn together?

How can we make sure no-one gets left behind?



13cabs Passenger Mobile App

#1 Taxi app in Australia for Passengers to book, track and pay for their ride.

- ✓ Over 2 million app downloads
- ✓ App trips up 42% (FYTD vs PCP)
- ✓ App based payments revenue up 66% (FYTD vs PCP)
- ✓ Apple App Store rating up to 4.8 stars (out of 5)



FYTD (1 Jul 2018 – 21 June 2019)



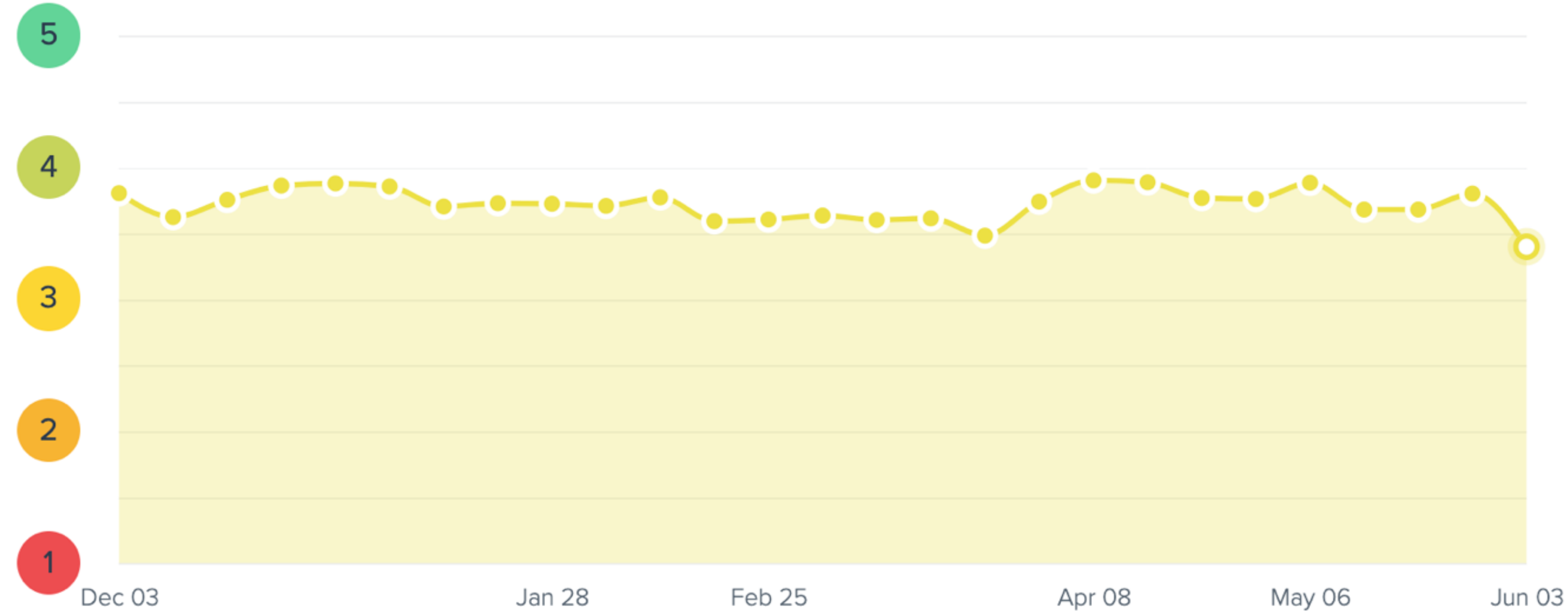


How did you feel at work this week? ?

[Download Answers](#)

Average answers for Dec 03 – Jun 09
Dec 03 – Jun 09

Average: **3.72**

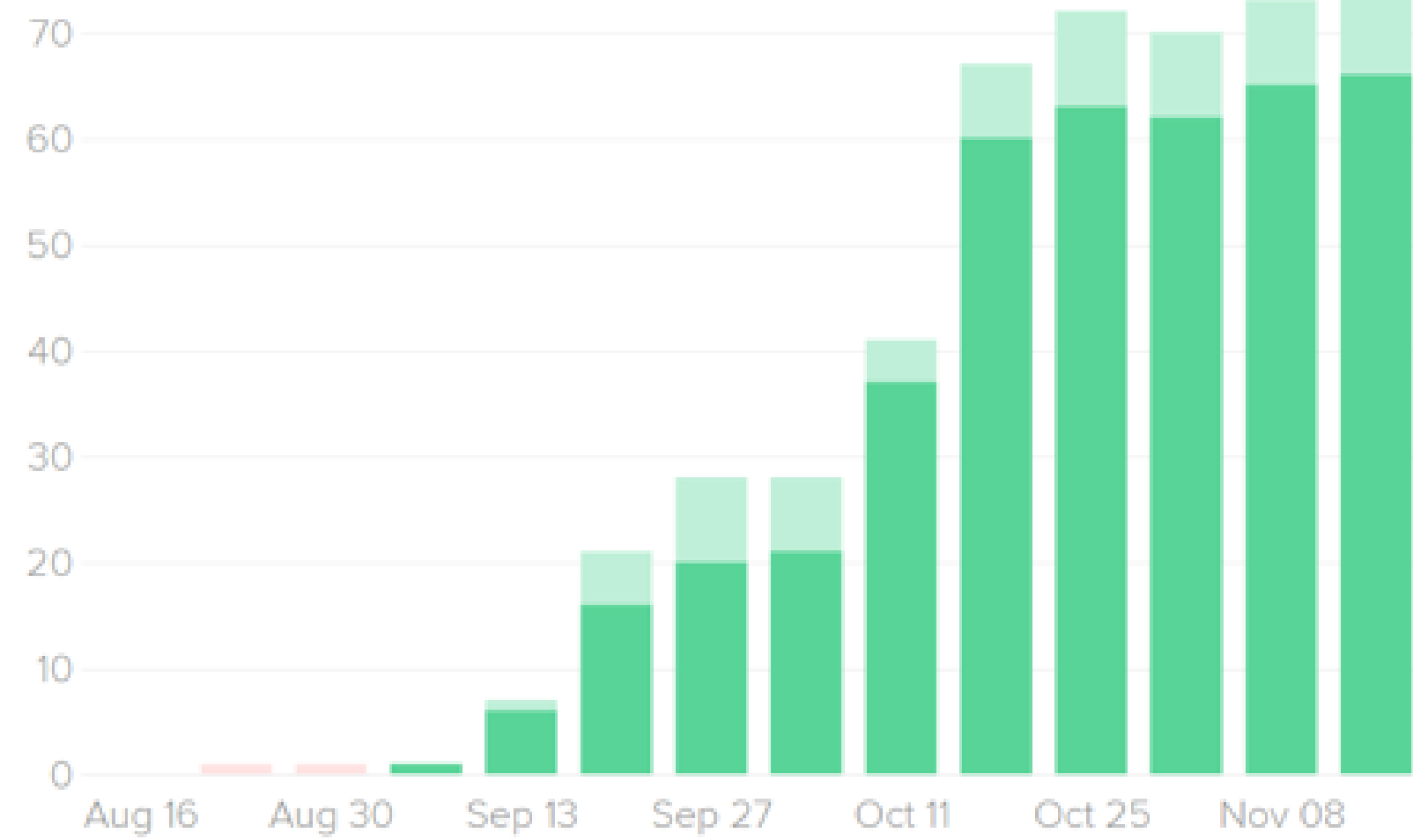
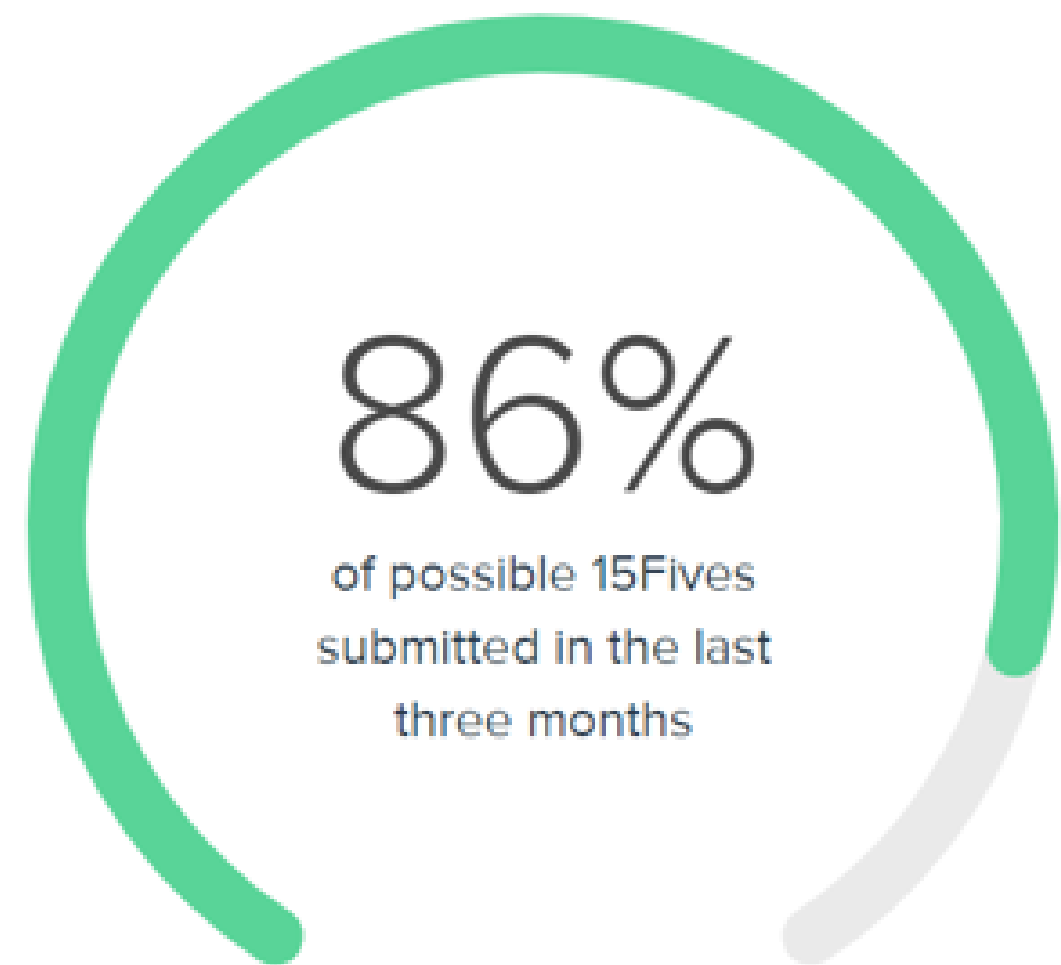


Show me

Filter by groups...

Last three months

15Fives Submitted in the last three months



What we are learning

- **Teams and individuals are becoming more goals focused**
- **They are celebrating wins and growing from their challenges**
- **They share their struggles and people leaders take action**
- **People are still leaving us**



What's next?

- **Data-driven decision making**
- **Agile expanded – Brain 2.0**
- **What are our key differentiators?**
- **We are taking the whole organisation on our venture to make sure we are winning**





Thank you for your time

We look forward to seeing you at stand 9



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