

Lähitaksi chooses HiQ to simplify taxi travel in Finland

HiQ is behind Finnish taxi company Lähitaksi's new digital service aimed at improving the customer experience and making it easier and more convenient to order and pay for a taxi.

"I'm very proud that Lähitaksi has chosen HiQ as their digitalisation partner. It's exciting to help create the taxi services of the future," says Jukka Rautio, Managing Director of HiQ Finland.

HiQ has delivered a digital platform and easy-to-use and customer-friendly mobile applications to Lähitaksi. With the Taksini (My Taxi) app you can order and follow your taxi until it comes and picks you up. The connection between the apps and the underlying systems is made using HiQ's integration platform Friends, which greatly simplifies integration while making it easy to add new functions.

Taksini was released on the market at the end of last year and work is now continuing on development of the new platform.

"Work on Taksini has only just begun. We will soon be able to add really innovative features," says Jukka Rautio, Managing Director of HiQ Finland.

Technological developments have had a major impact on the taxi sector. Soon, the entire transport sector will look completely different thanks to innovative thinking and technical possibilities.

"HiQ works with several of the biggest taxi operators in the Nordics to create the digital transport ecosystem of the future. City dwellers often want to get around quickly, flexibly and easily. Rapid technological developments and increasingly crowded cities are constantly upping the need for flexible, simple transport systems. The taxi sector will play a very important role in this development," says Erik Ridman, Head of Communications at HiQ.

For more information, please contact:

Erik Ridman, Head of Communications HiQ, tel: +46 70-750 80 60, e-mail: erik.ridman@hiq.se

Jukka Rautio, Managing Director of HiQ Finland, tel: +358 40 827 1142, e-mail: jukka.rautio@hiq.fi