



**Product:** Nexmo SMS & Voice APIs

**Use Cases:** SMS for Internal & External Communications, Private Voice Communication

**Industry:** Transportation



## OVERVIEW:

With more than 100,000 drivers in over 100 cities across Europe and the US, Gett is one of the fastest growing rideshare apps in the world. In London alone, nearly half of the cities' black cabs run on Gett. In NYC, Gett is on-track to become the second-largest player in that market.

## CHALLENGE:

As Gett expanded into multiple countries and regions, it was clear that communications needed to be unified through a single vendor that offered a highly-reliable platform and excellent customer support. Also, the company was concerned with the threat of cybersecurity and privacy breaches in voice communications.

## SOLUTION:

Nexmo's SMS API and Voice API for private voice communications

## RESULTS:

Nexmo became Gett's one and only access and management point for SMS across multiple geographies, providing an increased level of confidence while expanding into new territories. The Nexmo Voice API enabled private voice communication to protect drivers' and riders' data.

## IMPACT:

Enhanced communications between and throughout Gett's multiple territories. With private voice communication, drivers and riders can have calls without revealing each other's phone numbers.



## Gett: Driving Growth in Global Ride-Sharing with Nexmo SMS and Voice

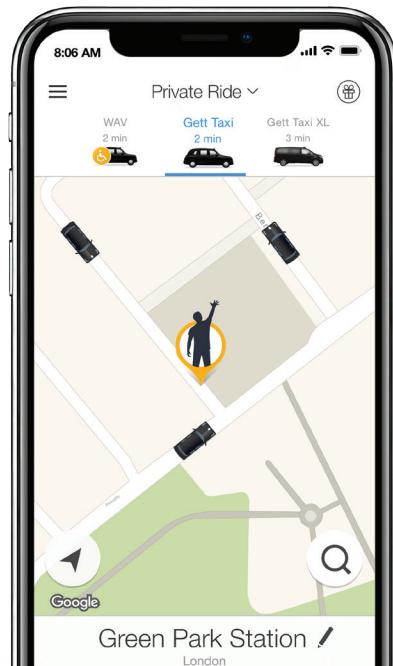
To paraphrase a famous quote: invention is born from necessity. In Gett's case, what Co-founder Dave Waiser needed was a taxi to take him to the airport. During the frustrating 30-minute wait for his cab, Waiser came up with the idea for his new venture. Two years later, in 2011, Gett (formerly known as GetTaxi) began operations in Tel Aviv, and shortly thereafter, launched its ride-sharing app in various cities in the UK and Russia. Most recently, Gett expanded its services to the United States, with the acquisition of Juno, a growing New York City rideshare company.

Gett's on-demand ridesharing model is straightforward: connect customers and businesses with transportation. Passengers order a taxi either through the company's website or by using the company's GPS-based smartphone app. The app is today available on the iPhone and Android platforms. Gett currently operates in more than 100 cities across the United States, the United Kingdom, Russia and Israel.

Since its early days as GetTaxi, Gett's business and reputation has soared. Gai Hanochi is Gett's Global Head of IT, overseeing the company's MIS, information security and privacy, and IT systems departments. When Hanochi joined Gett three and a half years ago, the company had 285 global employees. Now it employs more than 1,800.

An obvious question is how does Gett differentiate its business in an increasingly crowded global ride-share market. According to Hanochi, "Our main differentiator from other global rideshare businesses is the level of support that Gett provides to their +100,000 drivers around the world. Gett is driven by quality, We focus on putting our drivers at the center of our business. We offer drivers great hourly rates, in-app tipping, and 24/7 live support – resulting in the best-rated drivers."

The best drivers, in turn, deliver the highest quality rides to our passengers. It's a simple idea – if you treat drivers better, they will treat riders better."



## Keeping Drivers & Riders Connected Through Nexmo APIs

*"Nexmo listened and integrated suggestions that we made about our requirements ... Nexmo is a company that not only sells you a product, but also accompanies you through product deployment and usage, helping and supporting you along the way."*

- Gai Hanochi  
Global Head of IT | Gett

Although the decision to use Nexmo, the Vonage API Platform, predated his tenure, it was Hanochi who chose to extend Nexmo's usage at Gett, replacing other vendors with Nexmo's SMS API and adding Nexmo's Voice API for private voice communication.

Gett utilizes Nexmo's SMS API platform in the following ways:

- Driver verification
- Driver communication
- Customer verification
- Customer communication

For Gett riders, when the app is first downloaded, a verification code is sent to them via SMS to confirm the phone number that they used to register. After requesting a ride, riders will receive automated SMS communications from the app, letting them know that their driver "is on his way ... he will be arriving in five minutes." Or, "your driver is waiting for you at the corner of such and such streets." For Gett drivers, a verification code is sent to them via SMS when they first log in to the Gett system, and thereafter, any messages regarding the rider's status are communicated by SMS. Gett also sends links to drivers and riders via Nexmo-supported SMS that shares news about upgrades, and any other pertinent information.

## Nexmo's Voice API Enables Safe Communications for Gett

Another major competitive advantage that Gett has is their security bona fides. They are ISO 27001 Certified (a specification for information security management systems (ISMS), GDPR compliant, and currently undergoing ISO 27018 Certification for cloud privacy. "We take security and privacy very seriously," said Hanochi. "One of the most serious risks that we face is the ongoing threat of cybersecurity breaches. Our drivers' and riders' data is our biggest asset and therefore we are committed to protecting this data.

"An important aspect of that is allowing the driver and the rider to communicate without having access to each other's phone numbers. With Nexmo's Voice API we can use voice proxy to accomplish this goal and it has worked extremely well. We are confident that this personal data is safe."

## Improved Reliability, Scalability & Communications with Nexmo APIs

After working with Nexmo APIs for an extended period of time in Israel, the UK, and the US, Hanochi made the decision to replace their SMS vendors in other geographic regions with Nexmo. "I wanted to unify on one platform. Since we were happy with the results we were receiving, the decision was made to make Nexmo our one and only access and management point for SMS usage. This was very important for me since we operate in more than one country and we do use a lot of SMS communication. It's much easier for me to communicate through a single vendor rather than working with multiple ones."

Hanochi also found that Nexmo's SMS APIs offered a higher level of reliability as well as an increased level of confidence in Nexmo's ability to deliver dedicated support. "I found Nexmo to be a true partner. What I mean by that is that Nexmo is a company that not only sells you a product, but also accompanies you throughout product deployment and usage, helping and supporting you along the way. There are always challenges when you deploy a new product, but the main question is not 'is everything perfect?' It is 'how does the company that sells you the product deal with any issues that may arise?' Nexmo was really there for us, starting with elevating their tech support for us and working with us 24/7, regardless of how many hours or days we needed help."

In addition to feeling confident in Nexmo's product reliability and high level of support, Hanochi also felt that they "heard" what he had to say. "Nexmo listened and integrated suggestions that we made about our requirements. It was amazing to actually be able to speak with a vendor about my needs and, based on my input, have that result in seeing an actual impact on the product itself," said Hanochi. "I highly recommend Nexmo."