

CLEAN GOES GREEN



GREENLIGHT GREENPAPER

FALL 2014-SPRING 2016

Solutioneers conducted surveys, business analysis, and market research for Clean Air Cab, then made recommendations on business development opportunities, marketing campaigns, and how to improve their internal and external sustainability communications.



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Clean Air Cab operates a Toyota Prius hybrid fleet of taxicabs, serving as the sustainable choice for ridesharing in the Phoenix metro area. This saturated market competes in customer service, sustainability, and community service initiatives. Historically, the company enjoyed a small but loyal customer base despite competition from Discount Cab, Apache Taxi, and Yellow Cab.

However, in recent years, the taxicab industry experienced disruption from business models like Uber and Lyft, which compete more effectively on price and convenience than any competitor in the past.

In an attempt to maintain customer loyalty and rebuild their brand, Clean Air Cab came to GreenLight Solutions seeking marketing advice on how to communicate their sustainability initiatives internally with their clients and externally with their customers.

Later, Clean Air Cab worked with GreenLight to 'green' their office facilities and provide recommendations to improve everything from electricity use to waste generation.

Fall 2014-Spring 2015: To gain a comprehensive understanding of the industry and its challenges, GreenLight Solutions split into pairs each week to investigate topics such as needs and trends of the industry, competition, segmentation, positioning, product strategies, promotion, price, place, people, process, physical evidence strategies, and company shifts in the market.

From our research analysis, the team created three different stages of recommendations for Clean Air Cab to choose from: low-hanging fruit, six-twelve month marketing campaigns, and a future visioning plan.

The low-hanging fruit represented objectives the company could take advantage of in the next month such as online internal training modules and pamphlets for customers to look at while in the cab. The marketing campaigns included topics like streamlining the Twitter account, adding more driver profiles to the app, and filming a documentary series to promote the company brand and culture. Future visioning included plans such as a preliminary cost-benefit analysis for a company conversing to natural gas.

Fall 2015-Spring 2016: Solutioneers utilized the information from past semesters to further their recommendations for Clean Air Cab. Recommendations included cleaning up existing social media profiles to allow users to quickly and efficiently find the company. Through surveying the public, transparency proved to be important to riders. Surveyed riders recommended that the company give quotes on rides before they purchase the ride, in addition to updating driver profiles to be simpler and more personal.

Solutioneers recommended that customers have access to promotional merchandise while riding in order to increase awareness of the company and its sustainability mission. It was also recommended that the company switch to natural gas compatible and biomethane cabs, as these burn cleaner than other fossil fuels.

In addition to the marketing recommendations, the GreenLight Solutions team also provided a collection of research and further recommendations for how to 'green' their office facility. The project team provided information to help with improving the operational efficiency of electricity, water, air, and waste streams, as well as opportunities for new business, partnerships, and territory expansion.

BENEFITS TO PROJECT PARTNER

Clean Air Cab received a situational analysis on the trends in their industry, what they can do to address their issue immediately, over the course of the next year and what they need to keep an eye out in the next five years. The client also received a detailed oral presentation by the team and a digital copy of the slides containing all recommendations. The Project Partner's branding and consumer base would benefit from the sustainability initiatives implemented in their company. They would increase their user base, make more money, and feel better about their lessened impact on the environment.

BENEFITS TO SOLUTIONEERS

The GreenLight Solutions team gained experience working on an in-depth marketing research analysis - a valuable skill for all business and consultant-related work. All team members are now subject matter experts in the cab industry and are well-versed in the recent disruptions caused by Lyft and Uber. All team members now have experience presenting before a company executive. Not only is the research relevant, but each team member understands how to conduct a situational analysis that they carry forward to future GreenLight Solutions projects. Solutioneers were able to look at a company that was already in existence in order to determine what practices were unsustainable and how they could improve. They learned problem-solving skills and examined different strategic marketing tactics they could utilize to increase a company's customer base.

BENEFITS TO THE COMMUNITY

Increasing the community's knowledge of sustainability initiatives allows for them to make more conscious decisions about their purchases and increases the impact of that knowledge to those that they affect throughout their lives. The community will have a greener option for traveling via taxi, decreasing their impact on the environment. In addition, they will have better user experiences and will receive more transparency from the company.