

UBERIFICATION: A DISRUPTIVE INNOVATION IN RIDESHARING REVOLUTION

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ABSTRACT

Uber has come up in India as a service provider agency for user convenience in real time cab calling services or taxi aggregators (also termed as ride sourcing services). The Uber services have come up with disruptive innovation. These services come up as a dynamic change in the transportation services in India. It has not only reduces the real time but has also enabled the consumer to check the cab on their mobile phone and the time taken by it to reach the desired location. This is made possible by the Uber business model which has bridged the gap between the wait time, hiked prices, the behavior of the driver and availability of the taxi and demand versus supply. The ride outsourcing services not only provide the benefits to the consumers but also to the cab drivers who get the assured commission of 80 percent on every ride and 20 percent taken by Uber for providing the app and GPS service. This paper analyzes how Uber has made a marked changed in the traditional form of taxi calling in India with the advent of web technology and app-based service approach of taxi riding services. The paper also studies the customer satisfaction, rise in demand for the taxi and innovation strategies used by the company.

KEYWORDS: *Ride Sourcing, Uber, Web-Based Technology, Customer Satisfaction, Taxi Aggregators*