Cabify is an on demand ride-hailing company that's hyper-focused on growth. Using Northpass, Cabify reduced driver activation time by 95%, enabling drivers to generate revenue quicker than ever.

95% faster Onboarding

Challenge

Due to an inefficient and manual onboarding process, Cabify wasn't scaling quickly enough to keep up with the competition. They had to start growing faster or risk stalling out.

Solution

Northpass' modern, cost-effective LMS enabled Cabify's lean operations team to begin onboarding a large number of drivers at a rapid pace. By using Northpass in conjunction with Fountain, Cabify was finally able to put the pedal to the metal and start scaling efficiently.

Northpass provided Cabify with:

- **Contextual Learning**
  Unlike rigid, antiquated solutions, Northpass' mobile friendly UI is able to serve the right content to the right people at the right time. This flexibility allows Cabify to create a more personalized learning experience, leading to better engagement.

- **Automated Administration**
  Like many on-demand companies, Cabify needs to drastically expand its number of service providers while maintaining a lean operations staff. With Northpass, Cabify created a highly- automated onboarding process that requires minimal human oversight.

- **Seamless Integrations**
  Northpass integrates directly with many popular SaaS products, such as the hiring platform Fountain. This integration proved invaluable to Cabify, which relied on the two working in tandem to drive its new driver activation process.

Results

Today, Cabify is growing at break-neck speed. By bringing their onboarding process online with Northpass, Cabify was able to radically reduce driver activation time while keeping costs low

With Northpass, Cabify experienced the following benefits:

Cabify reduced driver activation time from 20 days to 1 day using Northpass.

- **Reduced Ramp Time**

  Cabify's fully-integrated, streamlined onboarding process enabled by Northpass has led to an unbelievable 95% reduction in new driver activation time. It used to take 20 days to activate each new driver. Now it takes just one.

- **Scalable Onboarding**

  With Northpass, Cabify is able to maintain a lean and agile operations team so that it can focus on growing what matters most - its provider network. In Spain, for example, just two Cabify employees are now able to activate over 300 drivers per week.

- **Engaged Drivers**

  Cabify provides its drivers with resources tailored to support their specific needs. The drivers value these resources, and the practice has become a competitive advantage for Cabify, leading to easier recruitment and improved driver retention.

> "
> **Thanks to the ease and scalability of the Northpass platform, a team of two people are now able to activate over 300 drivers per week.**
>
> *– Ramon Castillo, Operations Analyst of Global Operations*

Need to grow fast and stay lean like Cabify?

Schedule a meeting with one of our experts to learn how Northpass can help you accomplish your online learning goals.

BOOK A DEMO