

## Press Release

# Taxi-booking service Taxicode nominated in Good Web Guide's Website of the Year Awards

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Taxicode, 04.11.14, UK – **Nationwide taxi-booking service Taxicode has been shortlisted in the Startups category of the Good Web Guide's Website of the Year Awards 2014.**

Taxicode, the only taxi-booking service operating across throughout the UK, is now also in the running to be named the overall Website of the Year at the award ceremony later this month. Taxicode is one of three companies competing to win the Startup category, and the public also have the opportunity to vote for their favourite site through the People's Choice.

Taxicode Director Jonathan Kettle commented on the news, saying: "Everyone at Taxicode is very proud to be included in the Good Web Guide Awards shortlist. All of the companies included are incredibly exciting and inspiring, and it is a great honour to be among them. 2014 has been an incredible year for Taxicode, with our smartphone app launching earlier this year and some incredible opportunities arising, including the company recently joining UK travel trade association ABTA. We're always looking to evolve and innovate the business, and we can't wait to see what 2015 will have in store."

The judges of The GWG Awards 2014 have had a huge number of brilliant websites to test over the last few weeks, in order to find the very best websites of the year. The entries have covered a very diverse range of subjects, and it has taken a great deal of work to sort them down into the final few. One of the GWG Awards judges, Michelle Carvill, said: "It's been great to uncover some fabulously innovative services I didn't even know existed!"

The category winners and overall Website of the Year will be announced by Xenios Thrasylvoulou of PeoplePerHour at the Awards Reception on Monday 17th November, at The Royal Institution of Great Britain, Albemarle Street, W1, London.

Voting for the People's Choice closes at midday, Monday 17<sup>th</sup> November. You can vote for Taxicode here:

[www.thegoodwebguide.co.uk/votefor/taxicode](http://www.thegoodwebguide.co.uk/votefor/taxicode)

The full GWG Website of the Year Awards shortlist can be found here:

[www.thegoodwebguide.co.uk/article/shortlist-awards-2014/17299](http://www.thegoodwebguide.co.uk/article/shortlist-awards-2014/17299)

In October, Taxicode was named a winner of the 2014 O2 Smarta 100 Awards, which recognise the savviest, supremely disruptive, most resourceful and socially-beneficial small businesses in the UK.

Each of the nominated companies are now competing to be named the best in their category, with one business going on to be named the overall O2 Smarta 100 Business of the Year, winning a £10,000 prize. Taxicode are nominated in the Mobile Business of the Year award.

The O2 Smarta 100 Awards final takes place on Thursday 13 November at RIBA, 66 Portland Place in Central London.

To find out more about the O2 Smarta Awards visit [www.smarta.com/smarta100/2014/taxicode](http://www.smarta.com/smarta100/2014/taxicode)

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## **Editor's Notes**

### **About Taxicode**

Taxicode the original and best internet based taxi/private hire lead generator and online booking system in the UK.

As one of the first companies to realise the benefits of using the internet to generate business for the taxi industry they are the most experienced in their field. Their system was designed from the ground up in collaboration with taxi drivers, taxi companies and genuine customers booking tens of thousands of journeys using their system each year. With their deep understanding and experience of the industry from the inside combined with their latest upgrade to Taxicode version 3.0, they are now very proud to boast the most advanced system in the UK.

Customers can book all of their taxi journeys directly by using the local number provided on each site. They can also book online via the highly advanced automated booking system. When booking with Taxicode customers are assured of a high quality level of customer service and booking experience. All taxi companies are vetted to ensure they provide the very best levels of service in the industry. Performance is also monitored and tracked to ensure their levels of service always remain high.

For more information about Taxicode visit [www.taxicode.com](http://www.taxicode.com)

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