

# OuiHop' increases user engagement

**More Reliable Route Display:** Before OuiHop' started using the Waze Transport SDK, OuiHop' drivers and passengers sometimes missed each other on a planned carpool as the routes followed by the drivers were not precisely the ones displayed to passengers. Co-founder and CEO, Franck Rougeau explains:



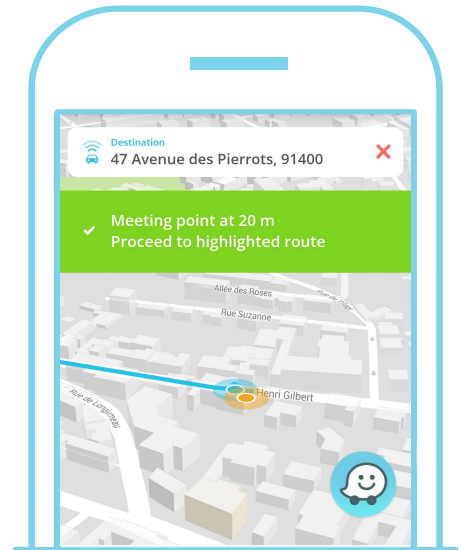
**"The Waze Transport SDK made it easy to embed Waze in our app, something that couldn't be done with a simple GPS deeplink. We could improve coordination between passengers and drivers by displaying the same route and preventing a big disconnect."**

**More Carpools:** Additionally, OuiHop' was looking to increase app engagement and completed carpools. Switching between OuiHop' and another navigation app added a lot of friction for drivers. As a result, they offered less carpool rides. "We needed to give drivers the ability to toggle between the two apps and present the map accurately to both user types. The Waze Transport SDK solved these issues seamlessly with considerable results," said Rougeau. Matthieu Cazali, engineer in the energy field and a OuiHop' driver, adds:

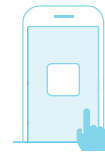


**"I get more passengers because I launch OuiHop' more often. I also notice that compared to last year, it's easier to get passengers and find them on the route. When we couldn't find each other, it would waste a lot of time. Now the experience is more precise and so much more easy to use."**

**Background:** OuiHop' is a France-based social ride-hailing app (Android, iOS) with two user types: carpool drivers and passengers. Drivers use OuiHop' to publish a trip route and in return, passengers see trip routes and can request to be picked up along the published route.



Above: OuiHop' app with Waze's Transport SDK in-use.



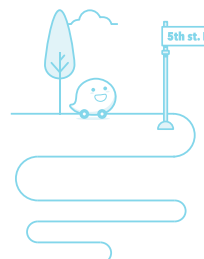
## 25% Jump in active usage

Ease of use means more drivers are opening the app, publishing trips, and toggling between Waze and OuiHop'. Meanwhile more passengers are also being notified.



## 14% More published routes

Because SDK makes it easy to publish more reliable routes, more trips are available to passengers.



## 8% Longer routes

Not only are more trips being offered, but the trips are spanning longer distances.