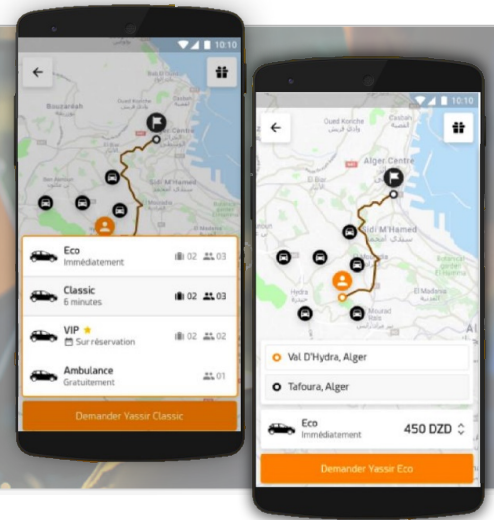# YASSIR

YASSIR promises an innovative, comfortable and quality transportation service facilitated by an easy-to-use mobile application.

The Challenge

YASSIR, an innovative alternative to common transport, offers a modern ridesharing program for customers throughout Algeria. With the goal of creating an all-in-one, easy-to-use app, YASSIR searched for an advanced platform that easily integrated into various cultures and backgrounds to provide users with fast, safe transportation experiences.

The Solution

YASSIR found that platform in Google Maps Rolling out commercial services in October 2017, YASSIR achieved great success with the Places, Directions and Geocoding APIs. In the YASSIR app, the Geocoding API enables users to select destination points rather than exact addresses, and Directions API provides drivers with precise, efficient directions to those destinations.

Working with such a powerful and complete mapping platform has enabled YASSIR not only to flourish, but also to extend operations into 14 new territories. The Google Maps Platform integration allows YASSIR to adapt app functionality to the cultural nuances of different user locations. Additionally, the new Chat Bot feature uses Facebook Messenger to accommodate further cultural differences.

Benefits

Achieved 10 to 20% weekly growth

Expanded into 14 new cities and two countries

Over 1 million application downloads

"We wouldn't have a service if we didn't have Google Maps, simple as that." People quickly find.

Noureddine Tayebi
CEO, YASSIR

Contact Us

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