SLT MUVE SMART TRANSPORT APP LAUNCHED

(L-R): Jayantha Jayasekara, GM – Finance & Admin, SLT Digital Info Services; Malraj Balapitiya, CEO, SLT muve and SLT Digital Info Services; Vajira Jayasooriya, Co-Founder, Director – muve, Australia; and Kasun Delgolla, CTO, SLT muve.

S ri Lanka Telecom, through its digital ser□vices subsidiary company, SLT Digital Info Services (SLTDS) introduced a smart trans□port service called ‘SLT muve’. The app aims to provide its driver partners with a mutually ben□eficial partnership that is unparalleled to any other similar services existing in the country, while also delivering an experience that is eco□nomical, safe and reliable to passengers. ‘SLT muve’ was launched after a successful months□long trial around the city of Colombo and western province. It aims to rectify issues in the industry around fairness, reliability, quality and value for money. ‘SLT muve’ will overcome these chal□lenges by offering a robust app with 24-hour support centre for riders and drivers, stronger privacy protocols, driver training, clean and safe vehicles, and the ability for riders to share their transport itinerary with friends or family. It also pledges to put fairness at the heart of its decision□making and continue to adopt and encourage sharing economy initiatives.

“We are a socially responsible company and we believe all who work with us, or use services we provide are stakeholders. We have a respon□sibility to be fair and give something back to all involved. I believe Sri Lanka has diversified mobil□ity needs, a business-friendly environment and an inclusive culture,” said Vajira Jayasooriya, Co-Founder, Director – muve, Australia, express□ing his views at the launch of Telco giant’s smart transportation platform ‘SLT muve’.

The Telco giant-powered SLT muve will be the first to offer a unique range of features and options for both driver partners and riders or passengers. ‘SLT muve’ will have key differen□tiations of in-app features, benefits through SLT group synergy including Mobitel & PEO TV prod□ucts including data-free access to ‘SLT muve’ through Mobitel, and corporate partner services of financial, insurance and other services.

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“We believe there is a gap in the market for a high quality, safe and cost-effective mode of transport. The focus will be on greater Colombo initially and then we will expand our services to other high demand areas. Being a trusted com□pany for 160 years, we are truly committed to treating our driver partners with care and aim to raise their living standards. We are confident about our drivers’ job security. We actively follow a zero-tolerance discrimination policy. A unique feature of our app will be a transparent driver commission structure. Also, continuous driver training and driver loyalty programs are unique to our business. For riders, we offer an improved car condition policy, and we consider rider safety one of our fundamental responsibilities. To build loyalty, we must maintain trust in the brand over a long period of time,” said Malraj Balapitiya, CEO, SLT muve and CEO, SLT Digital Info Services.