



Uber Final Communication Plan

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Team Introduction

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Agenda

1. Key Issue
 - a. Stakeholder Impacts
2. Benefits
3. Our Recommendation
4. Budget & ROI
5. Timeline



Key Issue: Uber is failing to maintain operational safety for both its riders and drivers.



The Stakeholder Experience

Stakeholder	Impacts
Riders	3,045 sexual assault claims in 2018
Drivers	58 fatal crashes in 2018
Investors	Low levels of return-- 19.1%



Down to the Numbers

It's not just passengers being assaulted in Ubers. Drivers are at risk, too.

Ride-share drivers lack employment protections that could keep them safer.

By Anna North | Dec 7, 2019, 7:00am EST

Anna North (7 December, 2019) <https://www.vox.com/2019/12/7/20998646/uber-safety-report-sexual-assault-lyft-cases>

Uber riders and drivers share fears about safety after company releases assault numbers

Uber noted in its report that assaults happen in a small fraction of rides, but a criminologist called the data "alarming."

Jason Abbruzzese (6 December, 2019) <https://www.nbcnews.com/tech/tech-news/uber-riders-drivers-share-fears-about-safety-after-company-releases-n1097446>



Benefits of Addressing Safety



**Increase in
Sales**



**Increase in
Customer
Satisfaction**



**Increase in
Safety**



Our Recommendations

Hiring -----> Routine Background Checks & Behavioral
Questions

App -----> Safety Toolkit for Drivers & Interior Recording
Function



Enhanced Application and Hiring Process

Background Checks

- Assess Criminal Record
 - Additional Crimes
- Perform Routinely
 - Every 6 Months

Ethics Questions

- Place into Possible Scenarios and Test Reactions
- Screened by HR Dept.



Time for an Uber Upgrade

In-App Camera Recording

- Dashboard Mounted (Full Interior View)
- Terms and Conditions Agreement (You are Being Recorded)

Enhanced Driver Access to Safety Features

- Rider Profile
- Safety Center



Improving Our Reputation

*"We've made
some mistakes...
Here's how we'll
fix them"*



Budget

\$125 M
for updates to
hiring process
and costs for
background
checks



\$550 M
for necessary
changes to
the Uber app



\$675 M
total budget
to implement
all necessary
changes





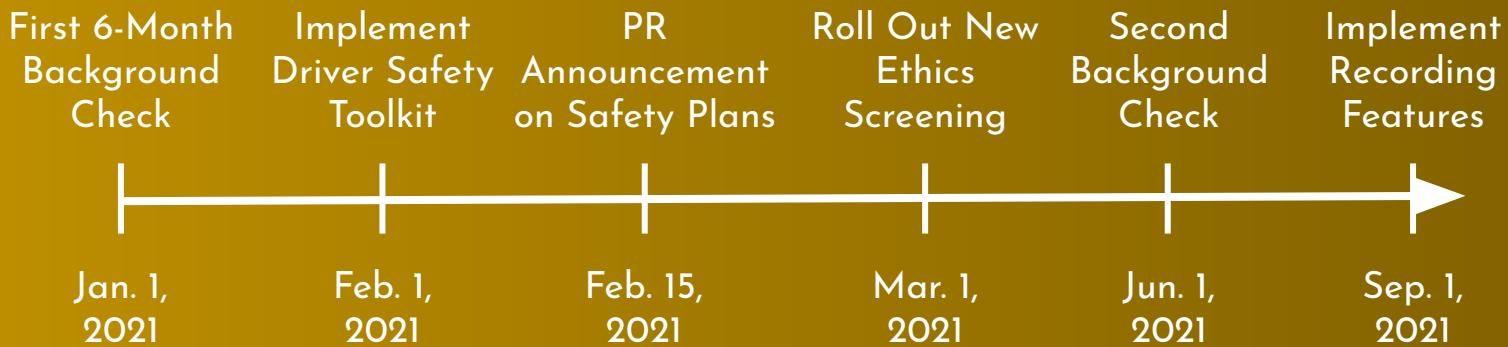
We Predict a Positive ROI

7.94%

Return On Investment



How to Proceed



Safety Drives Us Forward



A dark, high-angle photograph of a city at night, showing a complex network of illuminated roads and buildings. The city lights create a grid-like pattern across the frame.

Questions?



ROI

Predicted 5% increase in revenue- $\$14.147\text{ B} * 0.05 = \707.35 M gains

Cost of app development = (26 Weeks development time) * (\$2,841/Weekly Salary) *
(7333 predicted software engineers) = **$\$541,794,745$**

Cost of Behavioral Questions = (3 Weeks development time) * (\$1,816/weekly Salary HR) *
(308 Predicted HR employees) = **$\$1,677,984$**

Cost of More Background Checks = (\$21/background check) * (125K predicted
applicants/year) + [(2 * \$21) * 2.6 M drivers)] = **$\$111,825,000$**

Total Predicted Costs = **$\$655,297,784$**

