



Uber Final Communication Plan



By: Brandon Graves, Quinn Zimmerman, David Goldblatt,
Claire Sokol, and Kristen Steiner



Team Introduction

Claire



David



Quinn



Brandon



Kristen





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

First 6-Month
Background
Check

Jan. 1,
2021

Implement
Driver Safety
Toolkit

Feb. 1,
2021

PR
Announcement
on Safety Plans

Feb. 15,
2021

Roll Out New
Ethics
Screening

Mar. 1,
2021

Second
Background
Check

Jun. 1,
2021

Implement
Recording
Features

Sep. 1,
2021



Safety Drives Us Forward



An aerial night photograph of a city, likely New York City, showing a complex multi-level highway interchange with several overpasses and ramps. The city lights are visible in the background, and the foreground shows the structure of the highway. The entire image has a dark blue color overlay.

Questions?



ROI

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

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**

