



Number Verification API

Cabify speeds up registration process

Case study for ride hailing services using the CAMARA standardised Number Verification API - [View API Descriptions](#)

Business Problem

In the past, mobility service provider Cabify required new users to enter their phone number and receive a one-time pass code via SMS or WhatsApp, which could lead to delays and friction that could result in the abandonment of the process.

Impact

As the API-based solution reduces the time it takes for a user to register, Cabify expects a 7.67% increase in the sign-up completion rate, compared with the previous system.

Technical Solution

To make the registration process smoother, Cabify is employing the CAMARA Number Verification API from Telefónica. Once a user enters their phone number, they are automatically authenticated in just a couple of seconds, halving the overall time it takes to complete the registration.

Value

Cabify has been able to offer a more secure and reliable environment to its users, potentially reducing fraud, without compromising ease of use. Through faster and more secure onboarding, Cabify can strengthen its competitive position in the mobility sector.

Cabify says the solution improves both security and the user experience by removing a step in the registration process. "User patience is finite and it is very good for us to have that extra time for what's really complicated...getting around a city."

Carlos Herrera Yague
CTO of Cabify

