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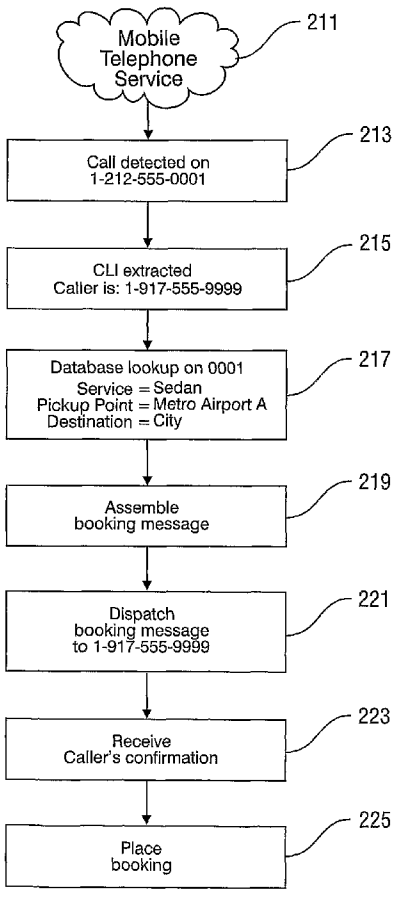
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(54) Title: BOOKING A CHAUFFEURED VEHICLE



(57) Abstract: A chauffeured vehicle booking service is provided. A user can use a digital mobile phone that has a "Caller Line Identifier" (hereinafter "CLI") facility in the mobile service (211) to book a vehicle. The service has a computerised call answering system connected with a plurality of incoming call lines, each having a pre-established unique booking purpose. The system detects the CLI on an incoming call, and assembles a booking message based on the pre-established unique booking purpose associated with the call line on which the user's booking is made. That assembled booking message is then sent back to the user using the extracted CLI. The generation of the message does either or both (a) invites the called to confirm the booking, and if confirmed then places the booking, or (b) if the caller is an account holder registered in the service, as determined from the extracted CLI, places the booking.

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