

Uber, BBM launch on-demand service

Creative Media Works and Uber have entered a partnership to launch the Uber ride-on-demand service within BBM Messenger. Global users will have access to this new service, including Indonesia, Africa, Asia, Europe, North America, and the Middle East.

BBM Messenger users - on both Android and iOS - can book an Uber ride via the Uber icon in the BBM Discover menu, without leaving the BBM app or having to have the stand-alone Uber app on their phone.

For more, visit: <https://www.bizcommunity.com>