



# Weekly Dispatch

Volume 1, Issue 5

May 18, 2006

## Blue Star Group



Tips from your sales team. Increase \$\$\$\$\$

- A very clean taxi inside and out
- Open doors for customers
- Assist with baggage
- Knock on door/ don't honk the
- No loud talking on cell phone
- Be polite, friendly
- Neatly dressed

## A sharp looking taxi gets attention!!!!



And so do happy drivers!!!



## Drivers First

Philip Wing passed away Saturday 13 May 2006. We will miss you!!



## Do you know where you're going to???

Ever get in a taxi and tell the driver where you are going and his response is—I don't know how to get there, you will have to direct me. We have had a couple of



situations where the customers do not know how to get to their destinations and where the driver has become impatient and yes— you guessed it-another customer service nightmare. It is very important

that you have your maps with you and are familiar with how to use them. If you need to get directions, please direct your question to the dispatcher or the supervisor on duty.





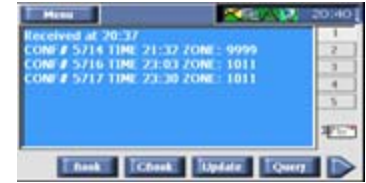
## Credit Cards Driver of the Month D Book Feature

Many customers are now paying for all their purchases using credit cards. It is much simpler for the driver and customer if the card can be swiped in your taxi. This way the customer gets a valid receipt from the credit card transaction and the driver gets instant approval. Just take that receipt to the cashier booth and redeem for cash. If you have not been trained yet please stop by and see Patrick Divers.



Each month a driver is selected for the Driver of the Month award. To be eligible, the driver must have driven for Barwood for at least 90 days, be current on Rent and recently displayed excellent customer service. Any body can nominate a driver for this great recognition program. All nominations are reviewed by Barwood's Advisory Committee which includes a manager from each department. The lucky driver selected will receive a certificate and one free days rent.

Ever wish you had a fare waiting for you when you unload your customer. That can happen! All you need to do is select the D book feature on your MDT and type in the drop Zone. If there is a fare waiting and you are in correct position, that fare will be yours as soon as you turn your meter off.



## Compliments

Barwood receives many compliments and it brings me great pleasure to pass these along to our drivers. We have excellent drivers in our fleet. Drivers who have been with us for as long as 28 years and some who have been with us only 2 weeks. Many customers I meet when I am out and about will always have a "Barwood" story to tell me. The majority of the compliments I receive are always

about how polite and kind our drivers are. How clean the taxis are, and how helpful the drivers can be. We recently received a compliment where the customer traveled from Montgomery County to Dulles Airport and had left a very important briefcase in the taxi. We were able to contact the driver and he drove back to the airport and delivered the briefcase to the customer. The customer offered him a

\$50.00 bill for his efforts. Our driver politely refused the money, told the customer she had already paid for her trip and told her to have a safe flight and to be sure to call Barwood next time she needs a taxi. What a guy!!! Now that customer will tell that story to everyone she meets. That is the type of stories Barwood is all about. That driver told me "Mrs Barnes, I was just doing what I knew was right"

## Complaints



A customer called to complain that a driver refused to allow her to pay by credit card. She said that she only had a little cash that she needed to keep for her travel expenses, luggage trolley, gum and porter charges. She said the driver became rude and yelled that he has to pay 10% if he takes a credit card. He then went on to criticize Barwood and then proceeded to tell her that she has to pay cash. Ob-

viously this is no way to treat a customer. How would you feel if you went to the grocery store. Loaded up your cart, waited until everything was rung up and then presented your credit card. At that moment the grocery clerk started yelling at you and said No-No-No- you must pay cash. Silly when you think about it but a nightmare when it comes to dealing with this type of complaint. All taxis take

credit cards and all drivers pay 8.5%. Each driver is an independent contractor and therefore must bear the expense of doing business. Barwood is charged a percentage for credit card transactions and must pass it along to the driver who gets to keep the full meter rate less the percentage and gets the cash immediately. The complaint response involved the driver, driver manager, admin and CEO.