

Blue Star Group, Inc.

Weekly Caller

A smile in your voice says more than you think!

Special points of interest:

- Always ask the customer if they would like a return trip
- Have a great smile in your voice, I know you have one.
- Get first and last name of customer, very important for hotel pickups
- Stretch at least once an hour, its good for the body and soul

During the last 2 weeks I have spent a lot of time in the Call Center taking customer's requests for taxis and listening to their concerns and comments. Some customers have told me how rude some of the agents are, how they always seem to be in a hurry and even though they ask for a name they never refer to it, instead using mam and sir. I received several compliments on how helpful I was and how nice I sounded, it made me feel good to hear that and I know some of our agents get compliments on the friendly and helpful tone in

their voice. I know the last several weeks have been stressful with weather conditions and other situations that have not been in our control. However, one thing is always in our control and that is how we sound on the phone. Did you know that if you answer the phone with a smile in your voice, chances are your call will go very smoothly. If you start off the call with a demanding tone, you set your customer up to be on the defensive and your call will not go well. Even though we have call stats, if you han-



dle your call politely, smoothly and slowly it will go better and quicker. Try it , you'll see.

Inside this issue:

A smile in your voice	1
Important Policy	1
Barwood Web Site	2
Snow,Ice,Rain	2
Welcome	2

The Most Important Policy in the Call Center

There is absolutely no assigning of jobs to drivers. The only person who can put a drivers number on a call is the customer by way of request. At times, if we are having a problem getting a job covered, we may have to call a driver to see if they would be able to cover the

call, but these are mainly taxi-plus vehicles. All other calls go in the dispatch system and are dispatched out in a fair and equitable manner by the computerized dispatch system. All employees signed a confidentiality agreement that outlines under no circumstances are jobs to

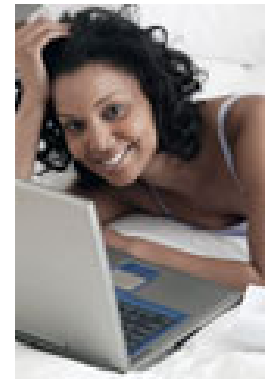
be given to drivers. If this happens, the employee will be terminated. If you need more information about this policy, please see your supervisor. Our Quality Assurance department monitors all staff on a random basis and at least once a week.

Promoting our website, www.barwoodtaxi.com

Now customers can book online from our website, www.barwoodtaxi.com. Once their order is booked it goes straight to the dispatch system and is treated like any other call. Customers can place orders at their convenience anytime of the day or night and never need make a phone call. No more holding and waiting in a queue during our busy times in the Call Center. Plus there is so much

more information on our website, background and history of the company, our Mission Statement, recent news publications and a message from our CEO. If you get the chance, don't forget to check us out and more importantly please give the website address to our customers. They will thank you for it. They can still request their favorite driver and they can even get an update on the status of their order. Bar-

wood is first to go online in this area for web taxi bookings.



"I just love Barwood's website, I never have to call anymore and can place my orders right from my laptop.Tanesha Briggs

Snow, ice, rain, do I have to come to work?

Of course you need to come to work, what sort of question is that? We need all our staff and more to be on duty when there are snow and ice conditions. Many, many more customers need taxis when the weather conditions are bad, they do not want to drive themselves and they do not want to stand in the snow and wait for the bus. It is

very important that everyone allow extra time to clean off your car or to take public transportation to get to work. Also, the responsible employee makes arrangements in advance for back up child care as chances are schools will be out. We did not do too well these last few weeks when it snowed, only a few agents were on hand to take over

2500 calls one day. Other agents assumed it was OK to call out. It is never OK to call out. The best ethic you can have is a work ethic. If you have this you will never go hungry, get cold or have no money and will be able to support your family. So get your plan together and we expect you at work even when its snowy and icy.



"Other agents assumed it was OK to call out, it is never OK to call out."

Please Welcome our new Supervisors.



We are very pleased to welcome two new Supervisors to the Call Center. Richard Aleman joins us on the 245pm shift, Monday, Tuesday, Wednesday and on Saturdays and Sundays at 630am. Kenneth Mark Phillips joins the Overnight shift and

works on Wednesdays, Thursdays, Fridays, Saturday and Sunday. Please make them feel welcome, they are doing a great job and we are glad they are here. Richard also speaks fluent Spanish and Dinorah on the 630am shift is also fluent in Spanish.

Channelle Usen speaks Spanish and our part time agent Gloria Vargas is also fluent in Spanish. Our Spanish speaking customers are so happy to know that we have several agents who habla espanol!

