



Weekly Dispatch

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Blue Star Group



Tips from your morning dispatch team.

Be out early, 4am is the start of rush hour

If your eta is more than you said, please

let the dispatcher know.

Please have your maps with you always

Don't forget to book in

Anyone works Germantown, please

let the Supervisor know.

Drivers First



* If you feel that you are being treated unfairly by any member of the Barwood Team, please see your Driver Services Manager. If an issue has not been resolved to your satisfaction, please see me. Christine Barnes.

Christine Barnes.; Editor.

Weekly Dispatch

Credit Card Transactions



Dear Drivers, More and more customers prefer to pay by credit card, this is another form of payment that can boost your earnings as customers are known to tip more when they pay by credit card. Recently, we have had more credit card transactions on a Saturday than ever before. We know your time is important and that you do not want to wait in line to get a credit card voucher and guess what!!! You don't have to. All you need to do is to go through the credit training swipe class and you will never need to wait at the Call Center on a Saturday or go up to Accounting on a weekday to get your voucher. Many other taxi companies are using the credit card swipe machines in their taxis. These are called point of sales and will verify the credit card immediately and bill the sale.

This is so much easier for you and your customer. I always remind drivers that they can swipe the card in their taxi and some drivers are hesitant about this. They think the card may be stolen or maybe the cost will not go through, all sorts of reasons why they should not swipe. So, if the card doesn't go through, you politely ask for another credit card and if for whatever reason that doesn't work then the customer

must pay by cash. Please accommodate your customer by accepting their credit card and swiping it in your taxi. If you do not want to do this or give the customer a hard time, the customer will make another choice for their transportation needs. They will either go to another taxi company or use a sedan service and then we have lost that customer. We are in the business of giving customer service not of saying we can't do that, we don't take that, etc etc etc. One more reminder, please don't forget to give your customer a business card with your driver number and ask them to request you for the next trip. You'll be glad you did!!!!!!

DRIVER REFERRALS/I.D. BONUS



If a current driver refers an applicant and the applicant accepts delivery of a vehicle, the referring driver would receive a check of \$150.00. Yes, it is that easy. The check will be issued after the new driver's 11th day in the vehicle as

long as all rent is current.

If the Barwood Driver completes the renewal process for his/her I.D. at least 30 days prior to current Montgomery County Taxi I.D. expiration date then the driver will receive a check

for \$125.

So combine that with the \$150.00 and you have \$275.00 for hardly any effort. Please see your Driver Manager for further details. Do not let this slip by you. It is money for the taking!!!!!!

Sedan versus taxi! Why customers change! What you can do!

I attended a meeting the other day with several taxi industry folks and everyone was lamenting about sedans acting like taxicabs and taking the taxi business away from the taxi drivers. In my other life I have worked as a contract manager for a very large company and I managed several sedan companies. One of my jobs was to ensure that the companies gave good service. All the sedan drivers were independent contractors just like yourselves. Customers wanted to be picked up on time, ride in a clean, safe

vehicle and have a nice polite driver dressed in appropriate clothing. Basically, it is the same as taxi service it just costs more. What the customer pays for and expects is a driver who will open the door, a driver who will greet them politely and get them to their destination safely. One of the reasons a customer will change from a taxi to a sedan is because they do not feel appreciated. You can turn that around! And before you know it, you will have such a large customer base you will want a fleet of your own. So get cracking and get down to business.



Call Center Agent Meetings: What we discuss?

Last Wednesday I conducted one of our frequent Call Center Agent meetings. We had a special guest who sat in for the first half of the meeting. That guest was one of our fellow drivers, Willie Robinson. We found his presence at the meeting very important because it brought to reality to the Call Center staff who they actually work for and why it is so necessary to input all the correct informa-

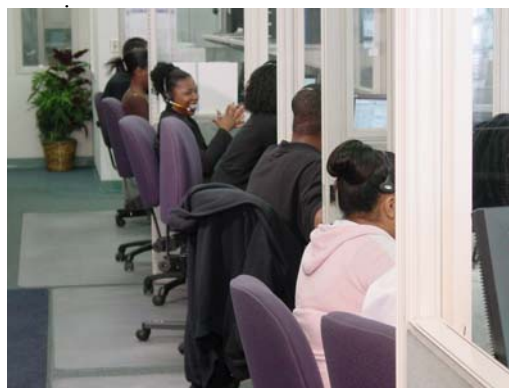
tion on a call for our drivers. Our agenda last week discussed the proper procedure for inputting a school trip for a child. Repeating orders back to the customer including the telephone number to ensure all the details are correct. Coming to work on time, coming to work when it is snowing. Stressing the importance that if you are not at work you are impacting your fellow agents, our drivers and

our customers. Giving proper ETA's to customers. Reporting to the supervisor if a customer has been waiting a long time. To be friendly with the customers, helpful and kind. To treat our drivers with respect, have good voice tone and don't keep them holding on the phones. To remind agents that we appreciate them working here and to keep up the good work.



An Open Invitation to come in and observe the Call Center!

All drivers are always welcome to come in and observe the Call Center in action. Just one at a time please. You will be amazed to see what happens in the Call Center, to listen to your customers placing their orders, when they call back looking for their taxi and also hearing some of the good things they say about our drivers. The Call Center agents have to learn so many details not just about customer



service in general, but about zones, etas, bail outs, Montgomery County, DC and PG counties. They also have to have a great deal of knowledge on how to operate the computer and how to effectively manage a call, all this and to be polite and friendly at the same time. Let me know when you want to come in. I would be happy to set up an appointment.