



# The Weekly Dispatch

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**Blue Star Group,  
Inc.**



## **HOT TIMES AND AREAS \$\$\$\$\$\$\$\$**

SILVER SPRING

All day

WHEATON

OLNEY

BETHESDA

GAITHERSBURG

MORNING RUSH

AFTERNOON RUSH

## **How to make \$\$\$\$**

- \* Book In
- \* Be available early am
- \* Open doors for customers
- \* Be polite/Thankful
- \* Assist with Baggage
- \* Have a clean car
- \* Drive safely
- \* Know where you're going
- \* Don't forget to smile!

## **Is Your customer still waiting ?????**

I have received a lot of feedback from some drivers about good calls versus bad calls. I want to take this opportunity to outline the procedures we have in place to ensure that your call is a good call not a bad call. A customer calls in to be picked up right away. We look in that zone and see we have several customers waiting and no cabs in the zone or the adjacent zones. Depending on the situation we inform the customer that the cab will arrive between 20-40minutes. If that call is



not dispatched out within 20 minutes, a call is made to the customer that we are still trying to get a cab and do they still want to be picked up. At that point, fleetwide messages are sent, GPS board is checked to see if there are cabs in area and the notepad on customers order is docu-

mented. Our procedure is to stay in touch with the customer and attempt to get them a cab. We do all we can to keep in touch with the customer but as I have mentioned in my first newsletter, if we do not pick our customers up in a timely manner they will find other alternatives. Be assured, we are doing all we can to make sure your call is good, please do all you can to make sure the customer is picked up. If you have a problem with the Call Center, please email me [cbarnes@barwoodinc.com](mailto:cbarnes@barwoodinc.com), or call me at 240-515-1223.

## **A day in the life of a cabbie!**

In a few weeks we will implement a new training program for our Call Center agents. They will attend the Income Enhancement Seminar and go through exactly the same training as our drivers do. This will give them a better under-

standing as to what a driver needs to do to learn to operate the MDT and to be successful on the road. They will learn about driver customer service, manifests, MDT, rent, map reading and so forth. After we have had this in place

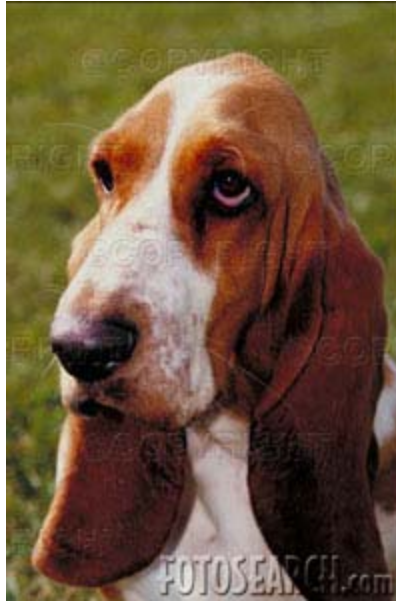
for a while, we will be taking the agents on the road so they get a first hand look.



## Metro Hounds

Oh, I never work from the MDT– I sit at the Metro and wait for a “short trip”, Is that so, well I sit at the Metro because I don’t want to work from the MDT because all I get is “short trips” or grocery trips and I would sooner sit than get any of those. Cab driver logic, many of us don’t understand it, it doesn’t seem to make sense that a cabbie would prefer to sit for hours at a metro to take someone 4 blocks yet won’t book in and take several calls from the MDT in the same amount of time that they have been sitting. I spoke with a driver the other day that

picked up a fare at the Blair Giant. He thought well this is going to be about \$7.00 but its better than nothing. Everyone knows that \$7.00



is better than \$0.00. Yet, after he had helped his fare unload her groceries, she told him to keep the meter on, then she sent him to the hardware store to pick up a snow shovel. His total fare was \$23.00 and she gave him a \$5.00 tip! That’s the great thing about the cab business, you never know what’s going to happen! If you’re a Metro Hound and have not worked from the MDT in a while and need additional training, give Patrick Divers a call and schedule a refresher. Or just Book In..

## A tale of a successful cab driver, do you know who he is?

He wakes up every morning six days a week at 3.00am. He begins his day with stretching every muscle in his body for 15minutes, showers and says his prayers. After a glass of orange juice and water, he kisses his wife and children and hurries out to his baby blue cab. He signs on and books in and his day like his cab has shifted into gear. By 6am, he has completed two airport calls, 1 metro call and 2

calls to DC. He stops in a small coffee shop in Wheaton and gets an orange juice and a bagel, makes a call to his home to wake up his wife and goes to pick up his personal. She greets him like an old friend and tells him about her weekend. She comments how nice he looks today as he opens the door to help her out of the cab. She presses \$5.00 into his hand and tells him she will see him at 2pm. He books in and

gets a job picking up in Baltimore at John Hopkins. He slides his book on tape into the player and heads for 495. He thinks about his country so far away and says a prayer for the loved ones he has left behind. He enjoys driving a cab, he is his own boss. He has big ideas to own his own cab company one day and considers his experience as a cab driver a sound investment We think so too!!

## Call Center Quality

Over the next several weeks you will be seeing a lot of me when you come into the Reception Center. I will be spending all my time working in the Call Center. As most of you know I have been involved with Barwood since 1994. I started out with Washington Car & Driver (sedan service) as a salesperson visiting clients and getting accounts. I also took reservations and dispatched the black car service

on a day to day basis. Although I enjoyed the sales side of the transportation business, I felt that I could be more effective by working on the “inside” making sure that customers received the service that they expected. I then graduated to the administrative department and worked in the Accounting department. One of the main reasons for my return to the Call Center is that I sincerely believe

that the Call Center is the heart of the business .I mean that literally, if the Call Center does not have a healthy heart then the rest of the body (Company) will not be healthy. My goal, along with our dedicated staff is to ensure that the Call Center is operating professionally and efficiently so that we can all be successful. Drivers-, Employees, and Customers. Let’s Get to It!!!!