

SILVER TOP TAXI Account Training Manual

Introduction

Welcome to the Silver Top account training module. As a network service provider, Silver Top Taxi Service are always striving to achieve the highest level of customer service and this extends to our account customers.

Over the years Silver Top has developed a strong relationship with our corporate account holders by providing an exemplary level of service and we wish to continue this strong tradition. If we fail to deliver this level of service, they may cancel their account with Silver Top and therefore reduce the number of jobs available to drivers.

For you to receive account bookings and to open yourself to thousands of additional bookings each month, you will have to complete our account training module. In this manual, you will be provided with all the necessary information required to successfully complete an account booking with the level of service we expect. Once you have read the manual, you will be provided with a test to ensure that you understand the material you have read. In order to have your account condition activated, you will need to achieve a minimum of 75 percent correct answers in the test.

The requirements for all drivers to have their account condition activated are:

- You must not have had any past complaints
- You must have been an active driver with Silver Top to have a strong understanding of the industry and our network (minimum three months)
- You must be in the correct Silver Top uniform
- You must have supply of red account dockets (see below)

Receiving Payment

The passengers do not pay the fare on account bookings. The only exception to this is if there is a limit on the account, in which case the passenger will be required to pay the difference if the fare goes over the limit.

Bookings WITHOUT an Account Limit

If there is no limit listed on the job, at the end of the trip the passenger will not give you any money or a docket. You will be required to fill in a red docket that the passenger must sign and submit this to the operator in order to be paid for the fare.

Bookings WITH an Account Limit

Some account bookings will have a maximum limit that the account holder will pay. This information is listed in the driver information or next to the passenger's name. In these cases, if the fare goes over the limit, the passenger must pay the **difference only**.

Below is an example of what the account docket will look like that you have to fill in:

SILVER TOP TAXI
ABN 40 004 213 969

DRIVER'S NAME _____ TAXI NO. _____
DRIVER'S ABN _____ DATE _____
DRIVER'S AUTHORITY NO. _____ ORDER NO. _____

ACCOUNT NAME _____ START _____ AM _____ FROM _____
PM _____

PASSENGER'S NAME _____ FINISH _____ AM _____ TO _____
PM _____

JOB NUMBER: _____ FULL FARE IN WORDS _____ TOTAL FARE (incl. GST) _____
DOLLARS CENTS \$ _____

WARNING
Frequent misuse of travel dockets or obtaining a benefit by deception is a criminal offence and will result in police prosecution. This docket is to be used exclusively for Silver Top Corporate Accounts.

PASSENGER'S SIGNATURE _____ TRIP EXPLANATION (OPTIONAL) _____

TAX INVOICE 1349902

Below is an example of what the account docket will look like once you have filled in all the information. Please note that the 'Driver's Authority No' is your driver accreditation number. All the other information is provided to you in the booking extract, or is self-explanatory but if you have any questions please contact query channel.

SILVER TOP TAXI
ABN 40 004 213 969

DRIVER'S NAME *John Doe* TAXI NO. *M0099*
DRIVER'S ABN *01004864687* DATE *30/05/17*
DRIVER'S AUTHORITY NO. *101009* ORDER NO. *87496214*

ACCOUNT NAME *DVA* START *8:40* PM FROM *313 Spence St, West Melbourne*

PASSENGER'S NAME *Adam Jones* FINISH *9:15* PM TO *Melbourne Airport*

JOB NUMBER: *11235455* FULL FARE IN WORDS *Sixty* TOTAL FARE (incl. GST) *\$ 60.00*
DOLLARS - CENTS

WARNING
Frequent misuse of travel dockets or obtaining a benefit by deception is a criminal offence and will result in police prosecution. This docket is to be used exclusively for Silver Top Corporate Accounts.

PASSENGER'S SIGNATURE *Jdoe* TRIP EXPLANATION (OPTIONAL) _____

TAX INVOICE 1349902

Order Numbers on Silver Top accounts are eight digits long.

Dockets for account work are to be given to the operator of the vehicle and kept for their records. These are the red ones located in your vehicle. An automatic payment will be made to the operator every Wednesday.

If your passenger wishes to give you a tip, this must be paid by the passenger and cannot be added to the fare on account.

Customer Service

How you present yourself makes a big impression on your passengers, as this is a key component of customer service. Make sure both yourself and your taxi are clean and tidy; avoid any strong smells in your taxi such as smoke, incense or body odour, never use offensive language (even if you think your passenger won't mind), as it's extremely inappropriate and unprofessional.

You should also stay off your phone while you have a customer in the vehicle. If it is an emergency and you need to answer it, ask for permission from the passengers before answering and excuse yourself, remembering that it is illegal to answer your phone while driving unless you have Bluetooth or a hands-free device.

It is also worth noting that the managers, owners, families and employees of corporate account customers will tend to use Silver Top for their personal needs as long as we continue to provide outstanding customer service.

Corporate account clients have the ability to book their taxis online. As such, they are able to track the taxi via GPS once the job has been accepted, therefore it's important you do the following, to provide the level of service that Silver Top expects.

Upon accepting a corporate account job, you are required to:

- Proceed immediately to the pickup location
- Ensure to scroll down and read all the information that appears on your dispatch unit
- Follow the instructions stated in the booking

Customer Service Expectations

When picking up from a business you must exit the taxi and go inside to the reception/foyer to make contact with the passenger. Never toot and wait for the passenger to come out to you. If you are told that your passenger has already left and you are asked to take someone else, you must contact the query channel operator before proceeding. This is because the booking information must be modified on your dispatch unit by Silver Top, without this you will risk not being paid. If your passenger has

already left, don't become aggressive towards staff members at the business. This is considered unprofessional behaviour and will not be tolerated by Silver Top; unfortunately, sometimes mistakes do happen.

Make sure that you assist your passengers any way that you can. This includes; escorting the passenger to your taxi, opening the door, assisting them with luggage and setting up a child seat. Once in the taxi please ensure that you confirm the destination address/suburb with the passenger to make sure that you have picked up the correct passenger and so you can confirm their destination.

If your passenger engages in conversation, remember to be professional. Keep it general and don't talk about anything that is considered sensitive, such as; politics, religion or controversial topics.

We regularly receive feedback from our corporate clients, this feedback is followed up by the Contact Centre or Quality Assurance department depending on the nature of their feedback. Each case is assessed on a case by case basis, with potential outcomes including; cautions, warnings, non-payment, additional training, removal of account condition, liquidated damages and even de-activation from the network.

Under no circumstances will Silver Top Taxi tolerate unprofessional behaviour; whether from a driver, passenger or a Silver Top staff member. If you have a problematic passenger on board and you are unsure how to handle the situation, contact the query channel or call a supervisor for assistance on how to handle the situation. There is also the option to contact a Quality Assurance officer and lodge a formal complaint.

Drivers regularly working in some areas will frequent certain corporate sites. Please keep in mind that because you may be familiar with picking up from these sites it doesn't entitle you to utilise their amenities or park at the business until a booking is made.

If you have a booking and you need to use the restroom, please ask the staff at reception first. If they say no then don't demand staff to allow you to use their facilities.

At times, a global message may be sent out advising drivers of potential work at a corporate site. If you decide to respond to the global message, please check the cover menu and take any jobs that you can assist with. Don't park on the premises of an account holder and reject work in the hope you will get a better job as this will result in the passenger waiting an excessive amount of time for their taxi which could lead to the client complaining and may result in you being removed from corporate work, as it's extremely unprofessional.

Account Booking Procedure

It's your responsibility to take the passenger the most direct route to the destination, however if the passenger requests that you take a specific route you must follow the passenger's instructions and take their preferred route.

If the passenger tells you they need to make a stop while you're driving or they want to go to a different destination address, you must contact the query channel immediately. Many account holders only authorise trips to and from certain locations and do not allow stops on the way to a destination, failure to seek approval for a detour or change of destination could result in you not being paid for the job. While you are waiting for authorisation on whether to proceed with a detour or change of destination, please be patient. Advise the passengers of what you're doing if they have any questions. Due to the fact that you already have the meter running with the passenger in the vehicle, you are authorised to wait with your meter on.

On completion of the job, enter the fare into the dispatch unit and fill out a red corporate account docket in full before asking the passenger to sign it. Never ask a passenger to sign a blank docket. If the fare is not approved you will be sent a message advising; "Job Charges Not Accepted. Please Contact the Query Operator Immediately". The message will also contain the job number, the fare you have entered and the pickup and drop-off locations.

A job may not be approved for a number of reasons, such as; peak traffic, wet weather contributing to heavy traffic or roadworks. If you receive a message advising that your job charges have not been expected, contact the query operator and explain the reason why you think the fare was not approved. The query operator will then document the reason and pass it on to a Supervisor to look into.

Once the fare has been approved, you will be sent a message advising; "Job Charges Accepted", it will also contain the job number, order number, fare and pickup and drop-off locations. This must be recorded on your docket. If you don't receive this message, contact the query channel and advise them that you haven't received it.

Bookings Without Account Details

At busy peak times, some of our corporate customers are told to hail a cab rather than book one, such as on a Friday afternoon in the Melbourne CBD. Once in the taxi a passenger may advise the driver that they will be paid at the destination by a Cabcharge voucher. In these cases, you are required to exit the taxi at the destination with the customer and go into reception to collect the Cabcharge

voucher. Do not sit in your taxi waiting for someone to come out and bring it out, or toot your horn or lock the passenger in the vehicle.

Sometimes a passenger will make a cash booking or hail a taxi and then advise that the booking is on account. If this occurs, contact the query channel straight away and relay the following information:

- The name of the account
- The passengers full name
- Claim number or reference number
- VIP number (if they have one)
- The full address/name of the business they are travelling to?

You can also request that a supervisor call you on your mobile so we can obtain all relevant account information. Once this is confirmed, Silver Top will update your dispatcher with all the necessary booking information.

Account Booking Tips

- Confirm passenger name – it is important to confirm that you are picking up the correct passenger
- Check account fare limit – it's a good idea to calculate a fare estimate prior to picking up the passenger to determine if the actual fare will exceed the account limit. If so, always confirm with the passenger that they are prepared to pay the remainder of the fare
- Take the most direct route – the route you take will be cross-checked prior to approving your entered fare. It is important to ensure you take the most direct route to avoid a disputed fare
- Scroll down and read all the 'Driver information' notes in the booking – always read through the driver information on your screen to ensure you have followed all the details provided.
- Communicate with the query channel – if you have any questions or concerns regarding an account job, contact the query channel or a Supervisor
- Contact base before proceeding with a detour or change of destination – you must always confirm if these are approved via query channel or a Supervisor

Account Holder Information

Quite a large number of our corporate account customers are picked up from car rental companies such as Hertz and Thrifty. When picking up from these sites, you must ensure that you collect the correct customer. Often there will be multiple passengers waiting for a taxi to take them to a repairer to collect their vehicle. If you do realise that you have picked up the wrong passenger, you must

contact the query channel immediately. Failure to collect the correct passenger without communicating this with us may result in you not being paid.

If you receive an account booking relating to Jury Duty you are to keep conversations with the passenger to a minimum, never ask questions to the passenger about the court case or even remotely relating to the case.

Many of our account holders are from health service providers, therefore their clients may require special care as they often have mobility issues or special needs. In particular Merri Community Health Service (MCHS) and Brotherhood of St Laurence. Several of their clients have Dementia and may claim to be going to a different destination or forget that they are supposed to be travelling to the day program. In addition to this, there are often multiple pickups and drop-offs. Therefore, you must follow the booking instructions carefully and don't skip or change the order of pickups and drop-offs.

Another account that requires special treatment of their clients is the Department of Veteran Affairs (DVA). Many of their clients are elderly and some may be traumatised from serving our country. Many of these passengers have guide dogs or assistance animals. You must not refuse the animals as they are legally classified as human passengers. If you are in doubt as to whether it's an assistance animal or not, assume that it is. Please note that with DVA bookings you cannot accept MPTP cards from passengers, however if it is a WAT booking, you may charge the \$20.00 lifting fee on account. DVA is the only account on which a lifting fee may be charged.

Some of our account holders request for parcels to be picked-up and dropped-off. Please ensure that you pick up the item that is specified in the booking. If there are additional items that are required to be picked-up, contact the query channel. Accounts such as CEVA request that drivers ask for the name of the person you deliver the parcel to, it isn't sufficient to just say that you delivered it to security. If you fail to provide Silver Top with this information then you may risk not being paid for the journey. If there isn't a person at the pick-up or drop-off location then please notify the query channel ASAP. Please note that if the person at the pick-up location doesn't have the item, wants the item taken elsewhere, or the item isn't ready then you must contact the query channel.

There are also account holders who have requested and expect the strictest of security standards such as Safe Steps (SSFVRC). With their bookings, you won't receive the destination until the passenger has been safely picked-up and you must not enter into discussion with the passenger regarding the destination. Furthermore, conversation with these passengers is to be kept to an absolute minimum. In addition to this, you must contact the query channel or a supervisor immediately if you think you

are being followed. As you are not to enter into a discussion with the passenger regarding the destination, you must to take the most direct route.

Now that you have read the Silver Top account manual, it's time to complete the quiz. Good luck!