



Operational Excellence



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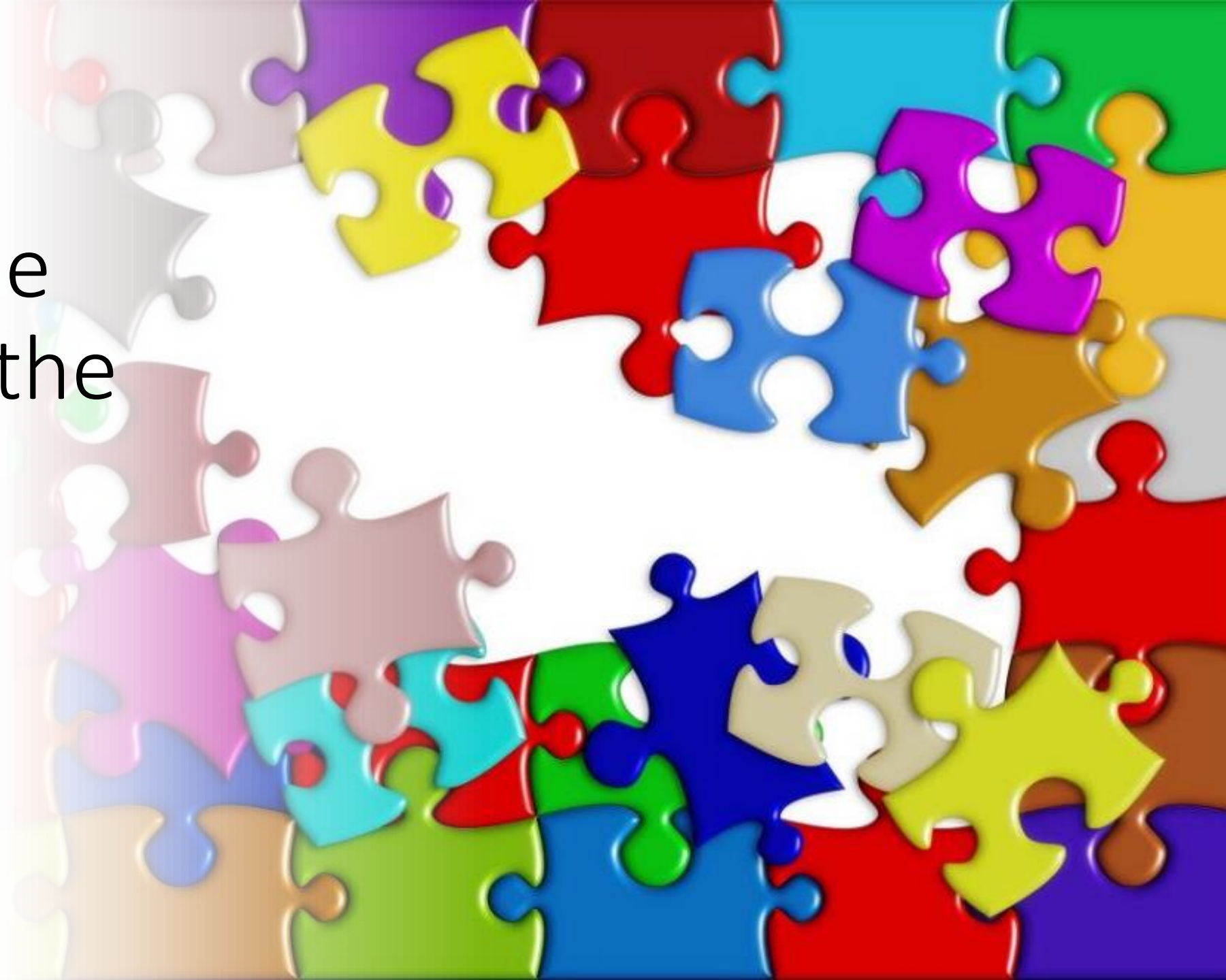
Operational Excellence



- Why do we want Operational Excellence
 - Increased Revenue
 - Better Profitability

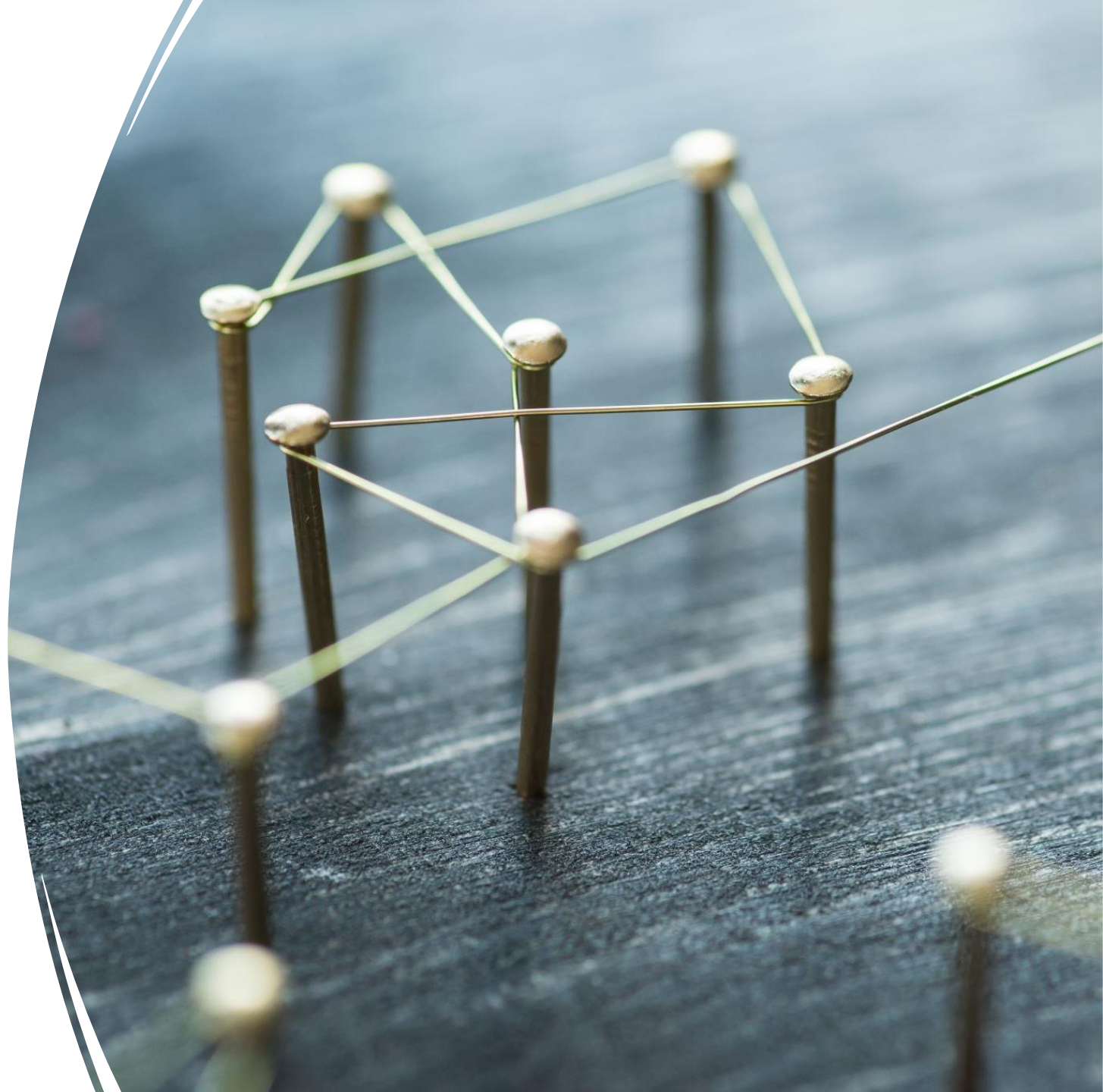
- Symbiotic relationships
 - Drivers
 - Clients
 - External
 - Internal

Putting the
Pieces of the
puzzle
together



Processes

A little example to bring this
to the forefront



Processes

In numerical order, how many can you locate in 30 seconds

37	21	18	42
9	33	54	30
69	1	58	2
29	73	22	38
57	49	70	26
53	41	10	46
45	13	62	6
61	65	50	66
5	25	74	34
17	77	14	78
24	44	63	11
12	60	15	51
56	20	31	39
4	48	3	67
40	68	43	59
28	32	47	27
72	16	7	75
52	76	35	71
8	80	23	19
64	36	79	55

Processes

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Operational Excellence

- A skilled customer service / dispatcher will ensure the right people are in the right place at the right time.
- Customer Service will learn to help create the puzzle with all the information necessary to build it.
- Dispatchers will learn how to put the pieces in place that will maximize your company's efficiency and guarantee seamless operations.





What is the definition of “Excellent Customer Service”?

- Service that treats customers
 - With a friendly attitude
 - Tries to resolve their problem or question as efficiently as possible.
 - Quality customer service has a big impact on customer-oriented businesses

Phone etiquette

- Proper telephone etiquette is very important in that you are representing everyone within your company.



Telephone Etiquette

1

Have pen and paper handy

2

Always answer the phone as promptly as possible, never let it ring more than 2 times

3

Provide a greeting

- *Thank you for calling..... how may I may I assist you?*

4

Write down the caller's name and number

Telephone Etiquette 3 Steps

Ask

If you can't understand the caller, ask them to slow down or repeat what is necessary

Listen

Listen Actively

- Let the caller do the talking
- Respond accordingly

Confirm

Confirm the trip Verbally and via E-Mail



Critical Thinking

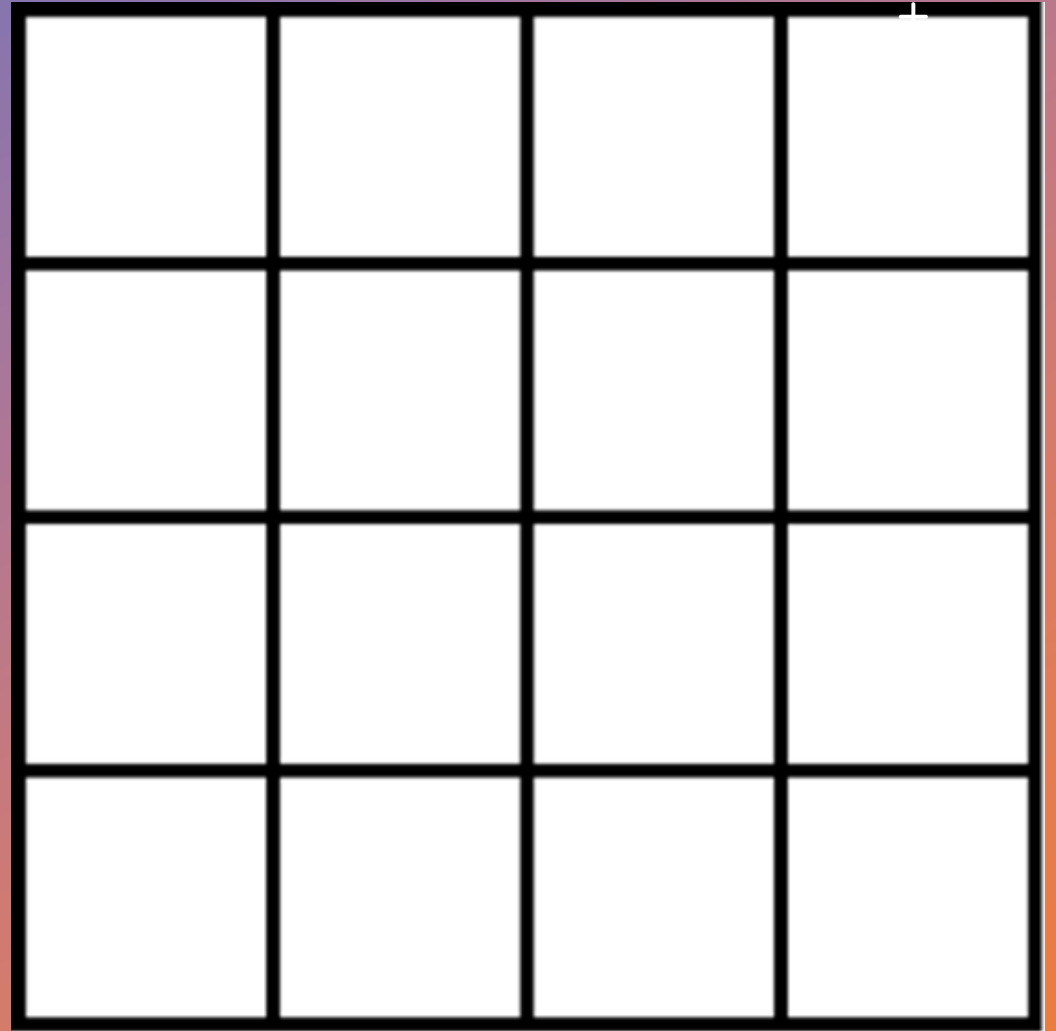
- Dispatching / Operations

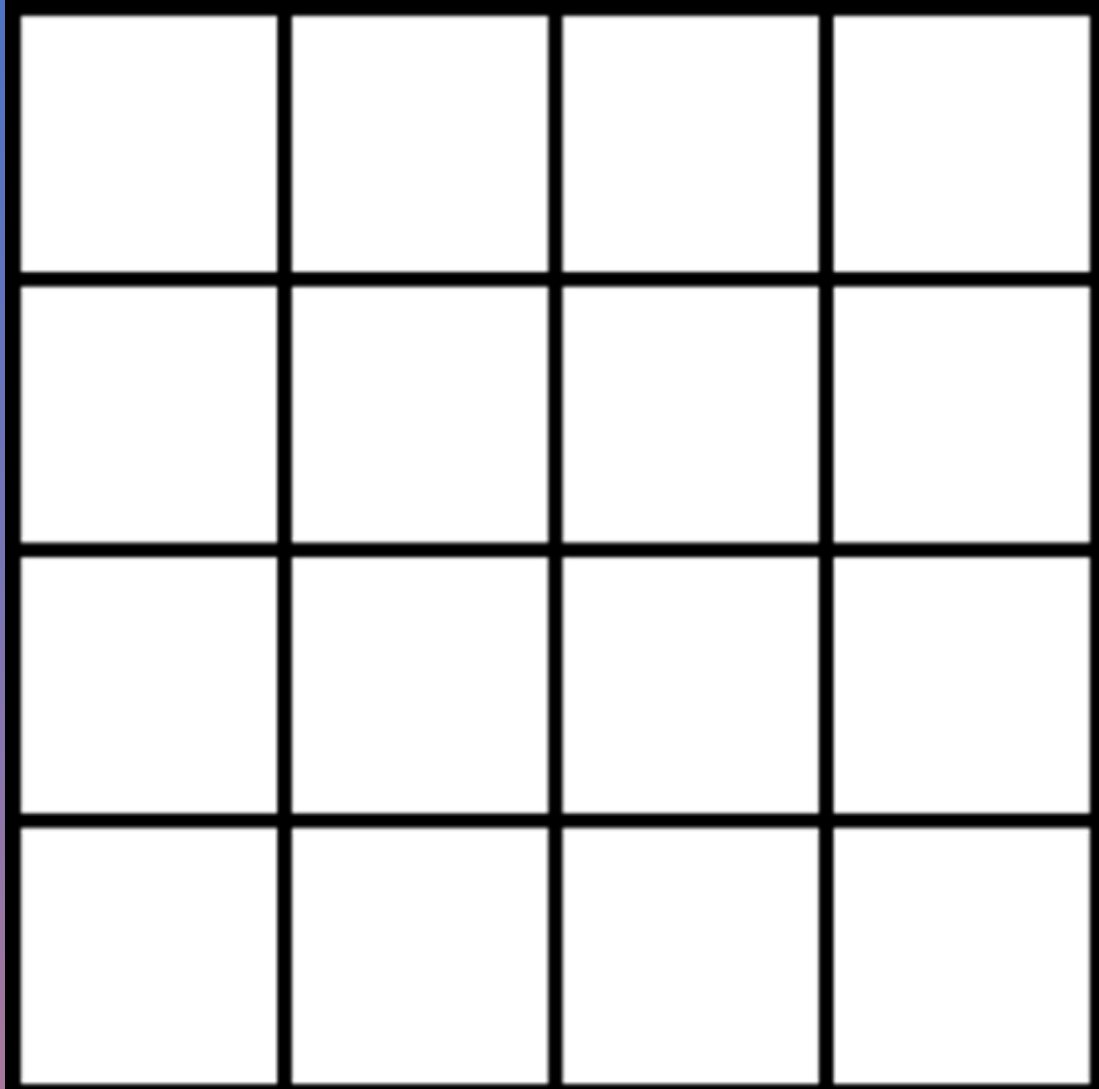
Critical Thinking

Entails effective communication and problem-solving abilities and a commitment to overcome problematic situations with learned behavior and available analytical tools

Self-directed, self-disciplined, self-monitored, and self-corrective thinking.

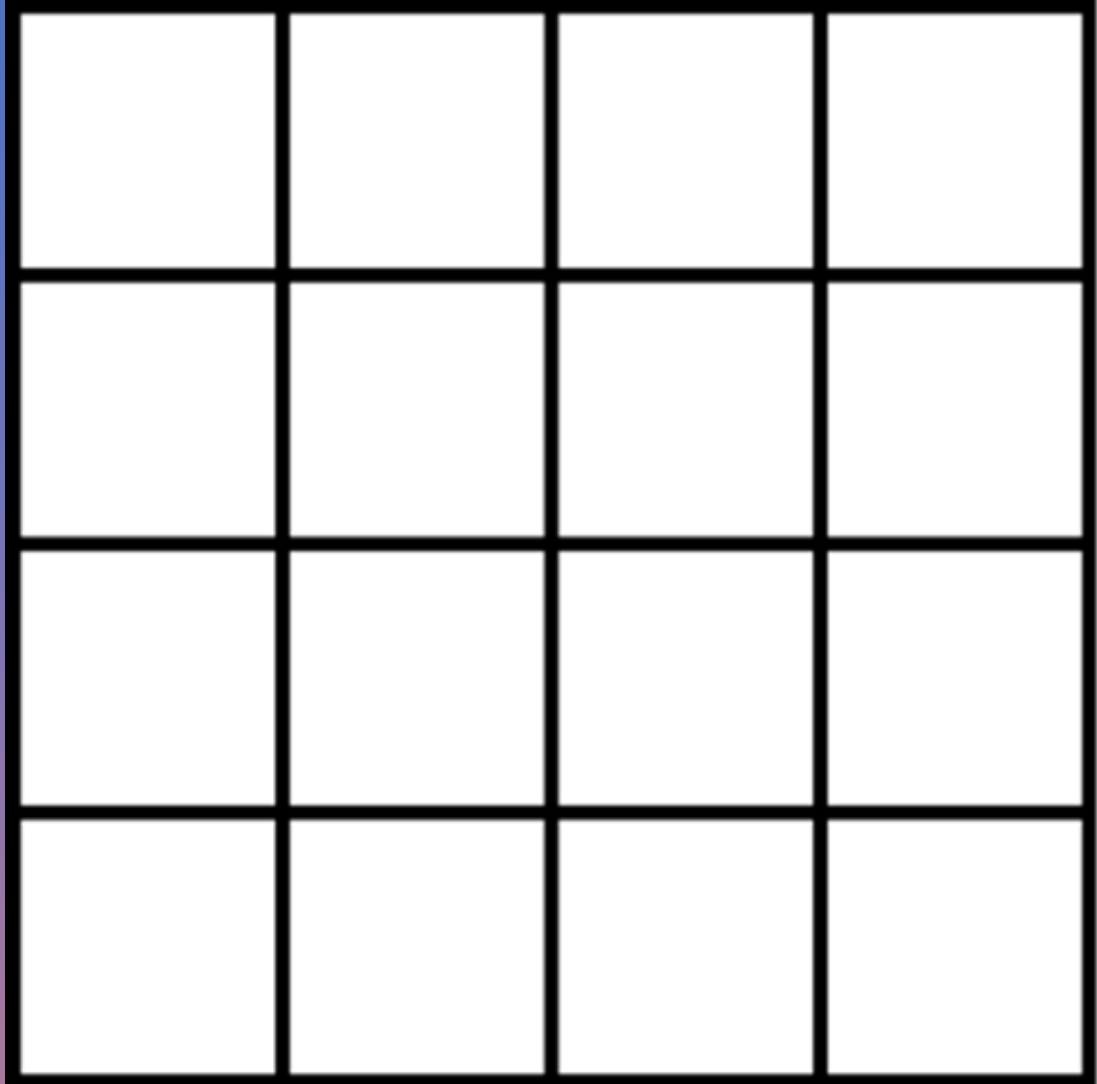
How
Many
Squares?





How Many Squares?

- ___ (1×1 squares)
- ___ (2×2 squares)
- ___ (3×3 squares)
- ___ (4 ×4 square)
- ___ Squares



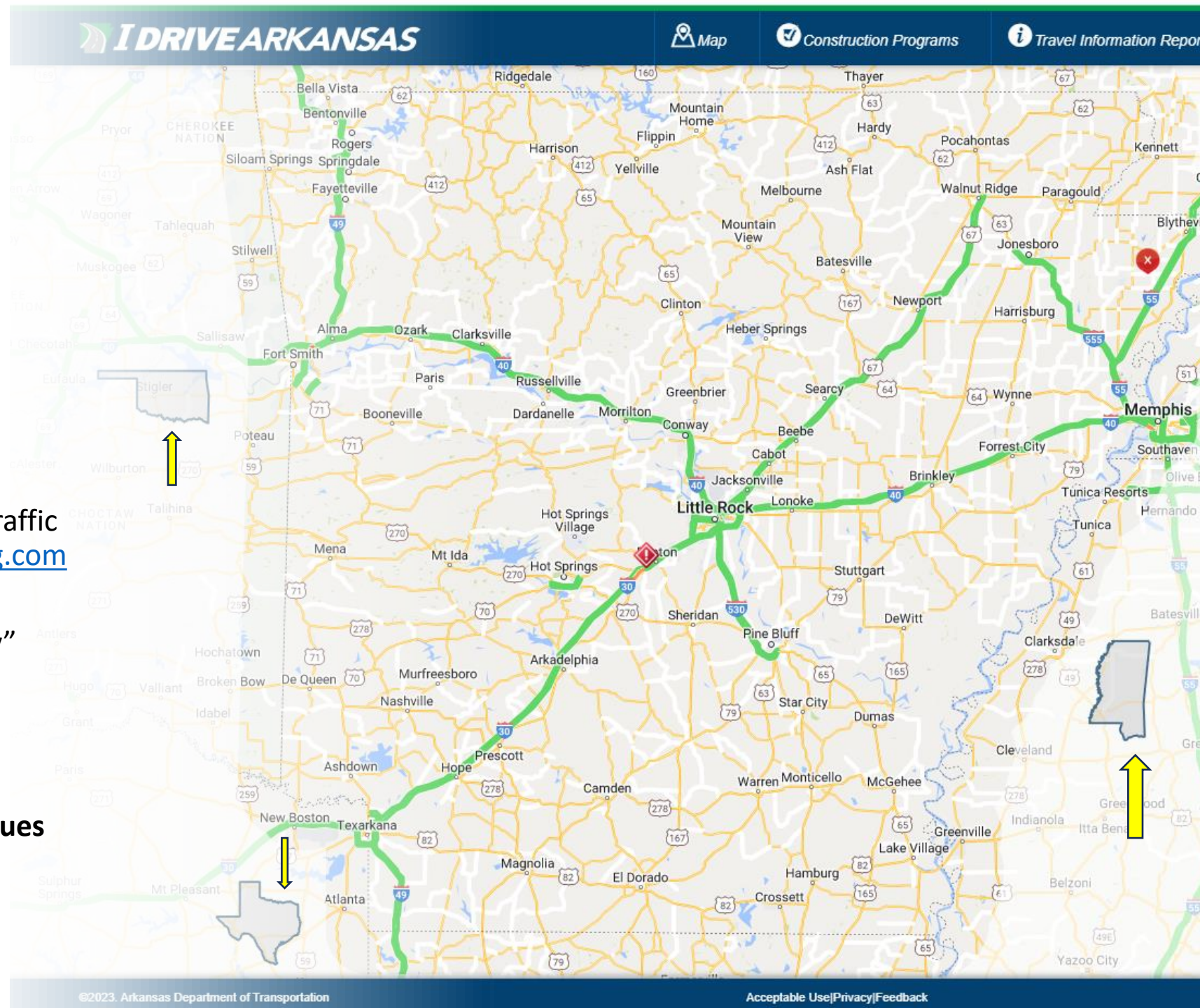
How Many Squares?

- 16 (1×1 squares)
- 9 (2×2 squares)
- 4 (3×3 squares)
- 1 (4×4 square)
- 30 squares

Dispatch / Operations
Excellence - What does
this require

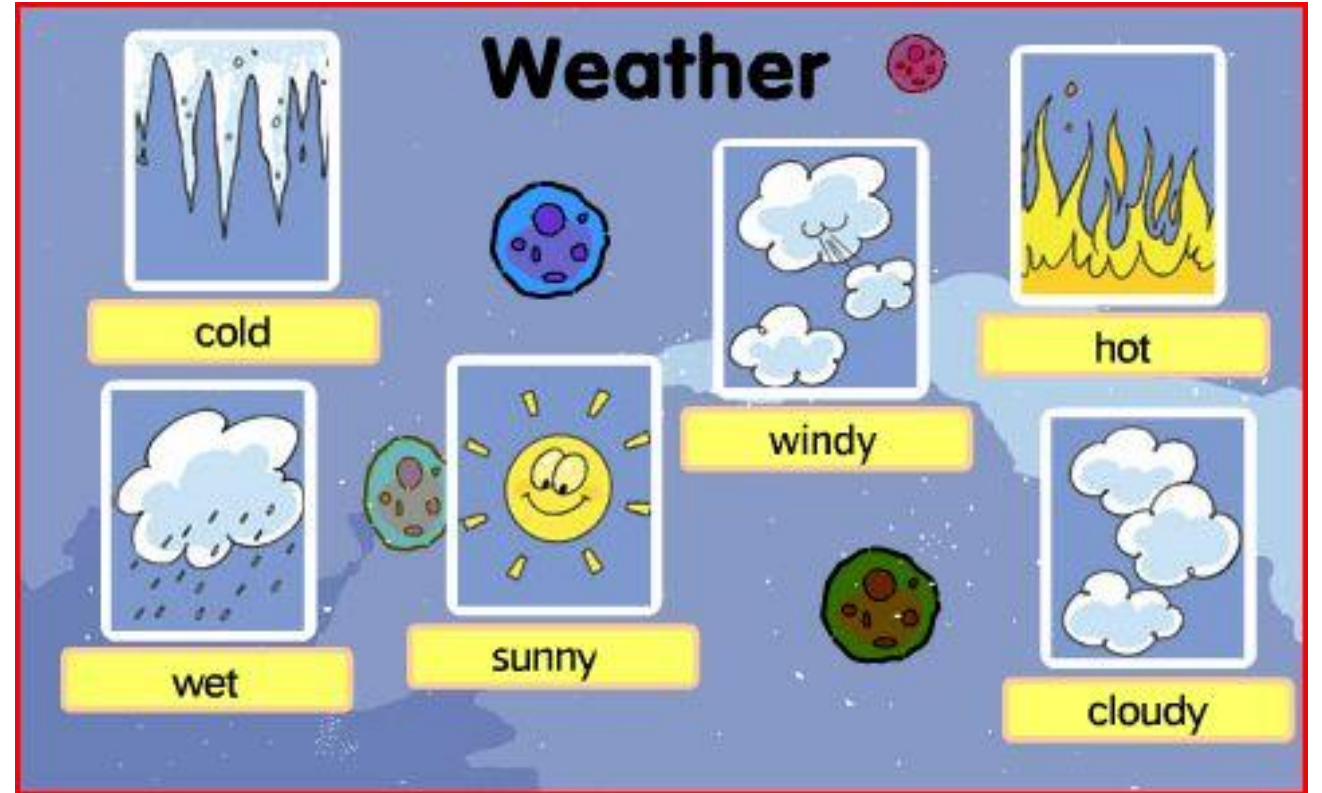
A great Team Member is an Expert, with:

- **Geography**
 - Travel Time
- **Traffic**
 - Monitor real time traffic – www.cypresspmg.com
 - Resource Locations
 - “Ports of Entry”
 - Airports
 - Seaports
 - Rail Stations
- **Best Routes in and out of Venues**



A great Team Member is an Expert, with:

- Geography
- Traffic
- Best routes in/out of venues
- **Weather**



A great Team Member is an Expert, with:

- Geography
- Traffic
- Best routes in/out of venues
- Weather
- **Client requests**



A great Team Member is an Expert, with:

- Geography
- Traffic
- Best routes in/out of venues
- Weather
- Client requests
- **Vehicles**



A great Team Member is an Expert, with:

1. Geography
2. Traffic
3. Best routes in/out of venues
4. Weather
5. Client requests
6. Vehicles
7. **Operating of equipment**



A great Team Member is an Expert, with:

- Geography
- Traffic
- Best routes in/out of venues
- Weather
- Client requests
- Vehicles
- Operating of equipment
- **Laws of the jurisdictions you serve**



A great Team Member is an Expert, with:

- Geography
- Traffic
- Best routes in/out of venues
- Weather
- Client requests
- Vehicles
- Operating of equipment
- Laws of the jurisdictions you serve
- ***Psychologist***



A great Team Member is an Expert, with:

- **Information**
 - Where does it start
 - Booker / Passenger
 - Reservationist
 - Operations
- **Find The Information**
 - The Internet



Know your Drivers

- The lifeblood of our industry

Know you Driver's habits

- Drivers tend to have habits.
 - Responsible Driver
 - Hours of Service
 - “it’s okay boss, I can handle one more ride”
 - Observant and obey the rules on the road
 - GPS speed alerts
 - Client concerns (or complaints)
 - Complete necessary documents correctly and accurately



Assigning work to the Driver

- Availability
- Capabilities
 - Geographical challenges
- Personality / Temperament
 - How will they handle the passenger
 - Religious
 - Gender
 - Situation
 - Traffic
 - Other



Assisting the Driver

- Make sure they have all the needed information.
 - Special notes and instructions
- Name of the Account or Affiliation



Assisting the Driver

- You....
 - Controlled environment
 - Computer
 - Multiple “BIG Screens”
 - Internet access (high speed)
 - Multiline Telephone Lines



- Driver...

- Not in a controlled environment

- Panic mode

- Small computer screen

- Internet access, on a phone, tablet, etc. all on "1" device.



- Create a pleasant atmosphere
- Situations that arise could flair tempers,
 - but shouldn't (CAN'T).
- Keep in mind that you are the person in control
 - Remain in control of yourself and the situation.
- Passenger's safety and satisfaction are the first and foremost considerations.
- Responsibility is to resolve the situation.
- Keep the Driver's concentration on the task at hand.
- Take a bad situation and fix it.
- Take personality(everyone involved) out of the situation.





Team Members Responsibilities

- Take personality (everyone that may involved) out of the situation.
 - Driver
 - Passenger
 - Booker
 - Reservationist
- Report; “IN WRITING”; all incidents and occurrences to management for disciplinary action.

Team Members Responsibilities

LEADERSHIP ROLE

EVEN TEMPERMENT

EVEN HANDEDNESS

CULTIVATION

GAINING TRUST OF FELLOW Team Members

CREATING WORKING RELATIONSHIPS

E-MAIL

Operational Excellence Requires


Great Communicators, that are always polite and nice.



Excellent knowledge of the transportation industry and mind-blowing intuition.



Is the person that leads the Motorcoach Company to greatness, success depends on his/her leadership capabilities.



Be a strong leader take your company to Success !



Responsibility
to Other Team
Members and
the Entire
Company



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Questions



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