

Tips on Tips



What can Drivers do to Increase Tips and improve Customer Service

Being in a Service Industry dealing with the public a driver can expect to receive a gratuity at the end of the journey if he has given the Customer good service. However, when talking to drivers I am amazed at how few Tips some drivers receive. This is purely down to one thing and that is bad or mediocre Customer Service, which will affect your business.

Customer Service

For a Company Owner the best yardstick for the level of Customer Service your Drivers are offering, is the amount of tips they receive. It is well worth taking the time to ask your Drivers this question and I am sure you will be surprised.

Some of your Driver's will have a healthy tip to fare ratio whilst others will be pretty dismal. You will soon see which Drivers' are giving the best Customer Service, and should be your guideline to bring all your Drivers into the same bracket. If your Drivers can give a high level of Customer Service, this will pay dividends with better Customer retention and word of mouth referrals. So how can we achieve this?



What can Drivers do to Increase Tips and improve Customer Service

1. Open the vehicle door for the Customer wherever possible, this is a common courtesy, which most passengers will appreciate, the sort that is likely to be rewarded. There is also the added benefit of your vehicle doors not being slammed.
2. Always put the luggage or shopping in the boot yourself, asking the passenger if they would like to get in your vehicle. Once you have put everything in the boot take the trolley back to the trolley park. This will ensure that your boot is loaded correctly.
3. When you get to your destination unload your boot and offer to carry the shopping/luggage to the door, again this is a common courtesy, which again your passenger will appreciate.
4. Always greet your passenger, by name if possible, with a cheerful good morning/afternoon/evening, and ask them how they are. It is also worthwhile at this stage double-checking their destination, as mistakes can be costly.
5. If the passenger wishes to chat to you they will do so, don't keep talking to them for the sake of it. You will normally get a good idea if the passenger sits in the front they will generally want to talk.
6. Under no circumstances should you ever moan to the passenger about anything relating to you personally such as what a bad day you are having, and absolutely never about your Company, even if a mistake has been made or you are late for the pick up through no fault of your own. It is better to convey a positive image of your Company so that the passenger uses you again, even if it means apologizing for being late.
7. When you arrive at your pick-up never sound your horn outside, it is unprofessional and extremely annoying. If you have a booking and despatch system that uses text back or call back then use this method. If not get out of your car and knock on the door. You should do this if you have used call or text back and you have been waiting around 5 minutes or so.
8. Keep your Vehicle clean and tidy at all times, weather permitting, the inside of the vehicle should always be kept clean. Regularly change your car air freshener.

9. Take a pride in your appearance; ensure that you are clean and tidy and that your personal hygiene is of a high standard.
10. Don't eat in your vehicle, especially hot foods with lingering odours, this can be unpleasant to some passengers.
11. Don't drive aggressively or at an excess speed, this tends to worry nearly all passengers, and they will want to end the journey as soon as possible.
12. Do not moan or shout at other road users, again this will leave your passenger feeling nervous and uncomfortable, even if you are in the right. If they happen to comment on another road users behavior then by all means agree with them but do so in a professional manner.
13. Whilst on a motorway or dual carriageway, don't keep changing lanes, and certainly do not overtake on the inside. Apart from being illegal it will make your passenger quite anxious.
14. Finally, when you get to your destination thank your passenger for travelling with your Company and offer them one of your Company's business cards, Should you be given a gratuity thank your passenger and say that you are pleased he liked the service.
15. Never overcharge – in the long run it is not worth it. Also never argue about the fare, I have heard of Drivers spending 20 minutes arguing over 20p when they could have disregarded it and have been ready for another fare.
16. It is also sometimes worth dropping the fare, for example the fare might be £12.50, tell them what the fare is then say give me £12.00, you normally find that this gesture gets you a larger gratuity than you might have got.

It is worth referring to my other article, "[Tips on Managing your Drivers](#)" to look at what items customers consider when choosing their taxi or Private Hire firm. Whilst this is not an exhaustive list, it will give you an idea of the sort of things your drivers should be doing in an effort to increase their earnings by way of gratuities. And if your drivers are doing well with gratuities then you know your customers are receiving good customer service.

Don't forget your drivers are your Ambassadors, as far as the passengers are concerned they are the face of the Company and the experience they receive will reflect on whether that passenger uses you again or not.

I know your Drivers are paying you to work for your company and as such are also your customers; however asking them to take pride in what they are doing and increase their earnings in the process is beneficial to everyone.

I always say to Drivers that I will tell you how much the fare is, it is your job to increase this by way of a gratuity not by way of overcharging which will lose customers rapidly.

I hope you have found this article of interest and I hope that you can increase customer service offered by your drivers.