



AN EI FACT SHEET: **Promises Taxi Driver** PROGRAM

What is the Promises Taxi Driver program?	A collaboration between the American Hotel & Lodging Educational Institute and FreemanGroup Solutions, Promises Taxi Driver builds on traditional quality service programs by linking your destination's marketing to your customer's service expectations. The promises you've made to customers directly relate to your delivery of quality service.
Who is the audience?	The Promises Taxi Driver program has been specifically designed for employees who provide and/or support taxi service for a destination. The program may be used as part of new-hire training or as refresher training for current employees.
What information is covered?	<p>Promises focuses on what is promised (your marketing), who is promised (your customers), and how your destination delivers on those promises (skills and performance standards). Program objectives include:</p> <ul style="list-style-type: none">• Recognize messages created by your destination's marketing campaign and how they influence customer expectations.• Explain your role as an ambassador for your destination.• Identify various customer profiles, including their specific needs and how to exceed their expectations.• Distinguish appropriate behavioral skills and attitudes for interacting with different types of customers and co-workers.• Deliver excellent service by applying the "Top Promises" of your destination.
How does it work?	<p>The Promises Taxi Driver program provides approximately seven and a half hours of instructor-led training. Instructors can present the program in one day or divide into several shorter sessions.</p> <p>The Promises Taxi Driver program supports employees seeking Customer Service Ambassador (CSA) recognition.</p>
What is included?	<p>Leader's Guide Participant Manual Presentation CD</p> <ul style="list-style-type: none">• Slide Presentation• Participant Name Card• Program Evaluation• Promises Materials Order Form



<p>Product details:</p>	<p>Promises Taxi Driver Program Package (<i>40000IGP01ENGE</i>) includes:</p> <ul style="list-style-type: none"> - Leader's Guide - Presentation CD - Participant Manual <p>Non-member: \$199.95 AH&LA Members \$159.95</p> <p>Promises Taxi Driver Participant Manual (<i>40000SGG01ENGE</i>)</p> <p>Non-member: \$10 AH&LA Members: \$8</p>
<p>Also available:</p>	<p>Customer Service Ambassador (CSA) Exam (<i>08600EXM01ENGE</i>)</p> <p>Non-member: \$50 AH&LA Members: \$35</p> <p>Promises Taxi Driver Participant Manual/CSA Exam Package (<i>40000SGP01ENGE</i>)</p> <p>Non-member: \$58 AH&LA Members: \$40</p>