

COURTESY SHUTTLE SAFE

ALLIANZ RISK CONSULTING

The operation of courtesy shuttles is a welcomed guest amenity, but one which demands proper attention from the management team to reduce the potential for injury to the guests and employees.

Commercial vehicle (shuttle) accidents are always a sobering occurrence. Passengers, whether injured or not, leave with negative feelings about their experience. Those feelings may create lasting memories which spur them to patronize your competitors instead of returning to your establishment.

The potential for expensive medical claims, and damaged business reputation is significant. Loss costs come from many aspects of the operation:

- Lawsuits by passengers.
- Decreased customer confidence in your establishment.
- Physical Damage Deductibles.
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EMPLOYEE SELECTION

The most critical function in controlling shuttle losses is finding and hiring the best driver-employees. The ideal candidate will have:

- Prior commercial driving experience (passenger transport, if possible).
- A valid driver's license (if applicable, a CDL with passenger endorsement).
- Clear or "acceptable" Motor Vehicle Report.
- No or few Accidents/Moving Violations as measured against your corporate standard of performance for the job description
- Sufficient skill and ability to operate a shuttle safely (demonstrated during a pre-employment driving evaluation or "road test")

Prior employer references and/or background checks (credit, criminal history, etc.) can yield additional valuable information (dependent on employment practices in your state).

All prospective employees should be subject to a "road test" to evaluate their ability to complete the job duties. The same route should be driven by each job candidate, and the same evaluator should be used each time to ensure consistency. The results of the evaluation should be documented, and follow up training should be offered for any newly hired drivers on those areas of the road test which were judged unsatisfactory.

COMMUNICATION PROCEDURES

A procedures manual or booklet should be developed for the driver-employees who operate the shuttle(s). This reference document outlines the essential do's and don'ts of shuttle operation and eliminates guesswork or improvisation on the part of the employee.

This also provides for driver accountability, and facilitates supervisory evaluation of job performance.

TRAINING

Initial orientation should include a review of the aforementioned company policies and procedures, and, when possible, time spent observing another tenured driver. This gives the new hire an opportunity to learn routes, pickup/drop off points, etc.

Ongoing "classroom" training should be offered as often as possible. The training sessions may be as short as a

All too often, great driver selection and effective employee relations are minimized because the driver is on their own

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