

1



Years

2015 - 2025

Celebrating a Decade of Service

OUR STORY

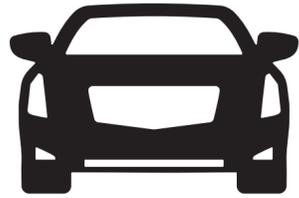
PAX in Latin means peace, and Anime Pacem means 'Peace of Mind.'

- **Peace of Mind for Owners & Management**, knowing their chauffeurs will provide a safe and consistent quality service experience each and every trip.
- **Peace of Mind for Chauffeurs**, that they have the knowledge and training to perform what is expected of them.
- **Peace of Mind for Passengers**, that they are riding with a trained and certified professional.

Using our training programs and online training platform, we help operators ensure their employees have the training, knowledge, and tools they need to be successful. We also provide the flexibility of working with small operators all the way up to operators employing hundreds of chauffeurs.



INDUSTRIES WE SERVE



Limousine



Taxi



Shuttle



NEMT & Paratransit



School Bus



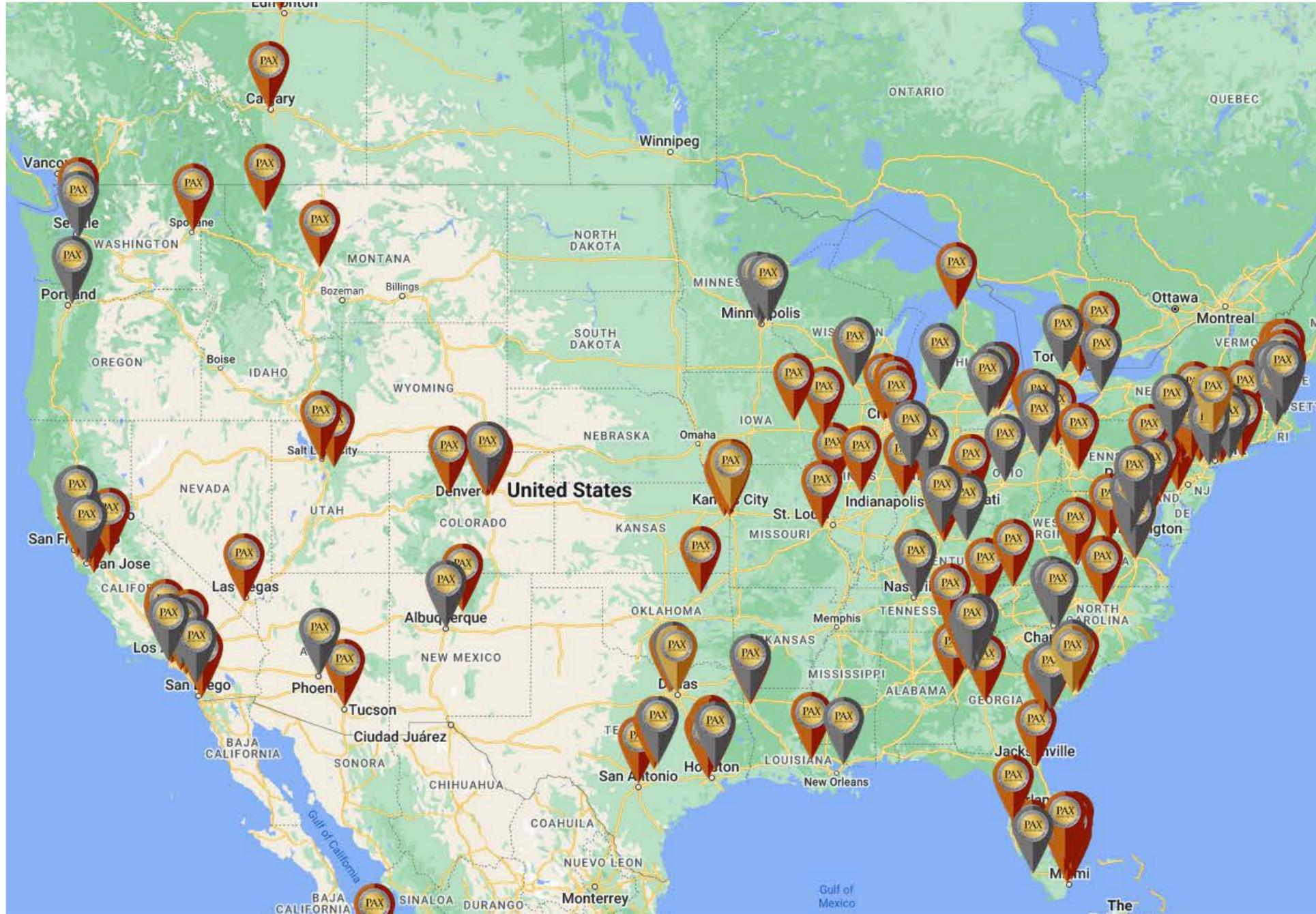
Motorcoach

Currently serving over 300+ companies and 5,000+ drivers.

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OUR MEMBERS



AGENDA

- **The State of Ground Transportation**
- What Doing It Right Looks Like
- Making It Happen in Your Company

THE SERVICE CRISIS

- **Customer service across U.S. companies has declined for 3 years in a row** (Forrester research)
- Fewer than 1 in 20 companies consistently put the customer first in how they operate (Forrester)
- Customers report long waits, inconsistent service, and having to repeat themselves across industries
- Frustration is rising — most Americans experienced a service problem in the past year (National Customer Rage Survey)
- Phone support is struggling as well — long hold times, automation, and difficulty reaching a real person are common complaints

Due to this many passengers start trips already stressed, impatient, or expecting to be disappointed



BTN 2025 TRAVEL BUYERS' RATINGS

Chauffeured Transportation	
Duty of care	4.14
Pricing transparency	3.58
Availability and ease of booking	4.07
Complaint/problem resolution	3.82
Quality data and reporting	3.34
Clean well-serviced new model cars	4.19
Drivers/company employees	4.01
Drivers/independent contractors	3.86
Negotiating pricing and amenities	3.43

Ride-Share Networks	
Duty of care	3.66
Pricing transparency	3.40
Availability	3.87
Complaint/problem resolution	3.36
Quality data and reporting	3.69
Pricing and amenities	3.55
Service transparency	3.71



BTN 2025 TRAVEL BUYERS' RATINGS

**Chauffeured
Transporation**

3.80

**Ride-Hail
Networks**

3.61



5%

According to BTN's survey the perceived difference between what we do and ride-share to the average business traveler amounts to a nickel on the dollar.



AUTONOMOUS VEHICLES

- Built for point-to-point and ordered through an app
- Best suited for planned, predictable trips within approved operating areas
- Operate only in defined, highly mapped service areas (which continue to expand)
- Designed primarily to replace standard ride-hailing, not professional chauffeured service
- Focused on efficiency and convenience, not a personalized service experience
- Do not provide hospitality, human judgment, flexibility, or personal care



ZOOX



TESLA

WHY CHAUFFEURS MATTER MORE THAN EVER

- Provide human connection, professionalism, and trust in an automated world.
- Deliver a personalized experience, not just transportation.
- Exercise judgment and adaptability when plans, traffic, or needs change.
- Offer hospitality and care — doors, bags, timing, discretion.
- Serve clients who value reliability, safety, and peace of mind.



PAX MEMBERS DELIVER UNMATCHED SAFETY AND CUSTOMER SERVICE



Safety through continuous, ongoing training on proactive defensive driving.



Service delivered with exceptional care by well-trained professionals.



Reliability that ensures your travelers are always on time and on schedule.



Trust backed by proven industry standards that ensure consistent trips.



Peace of Mind knowing your travelers are in expert hands with professionals.

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FOUNDATIONAL QUESTIONS

- Can a client have a great experience if you can't provide them with both safety and service?
- Can a client build an emotional connection with your company if they can't trust you to get it right?
- Would you keep doing business with a company that doesn't consistently deliver?



THE SECRET IS
CONSISTENCY

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THE 3 KEY ROLES

Customer Service Representative

- **Quote** prices for trips, both simple and complex.
- **Book** trips into your software platform.
- **Resolve** issues that may arise during trips.

Dispatcher

- **Manage** pick-ups & drop-offs, to ensure passengers arrive on time.
- **Assign** drivers and vehicles to trips.
- **Monitor** trips to ensure all is going according to plan.

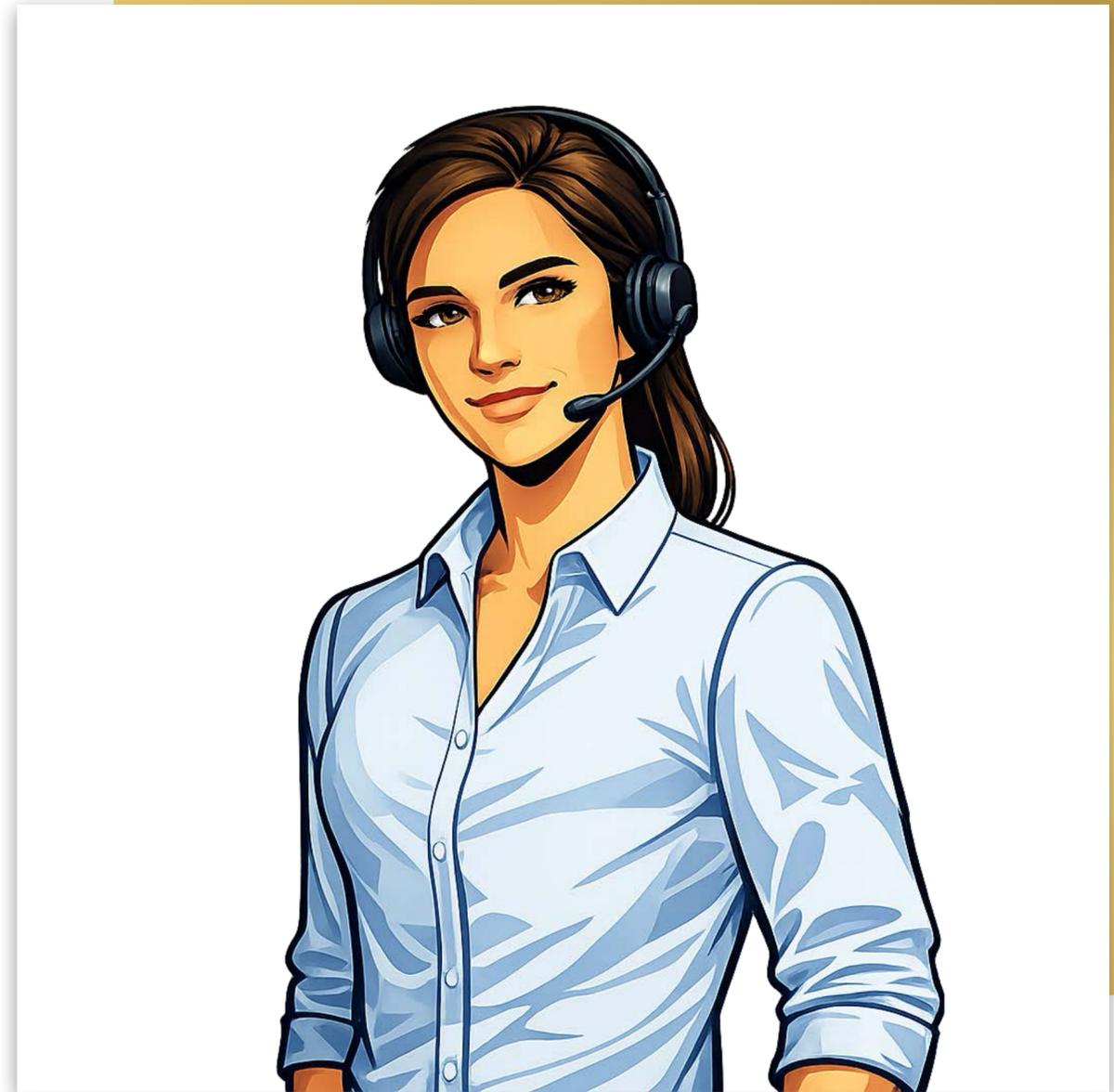
Chauffeur

- **Provide** timely, safe, and comfortable transportation.
- **Assist** passengers with luggage, doors, and any special requests.
- **Deliver** on the promise that was made when the trip was booked.

CUSTOMER SERVICE REP

- The first person the client typically interacts with.
- Educates prospects AND existing clients on all the services your company offers.
- Makes the initial service promise.

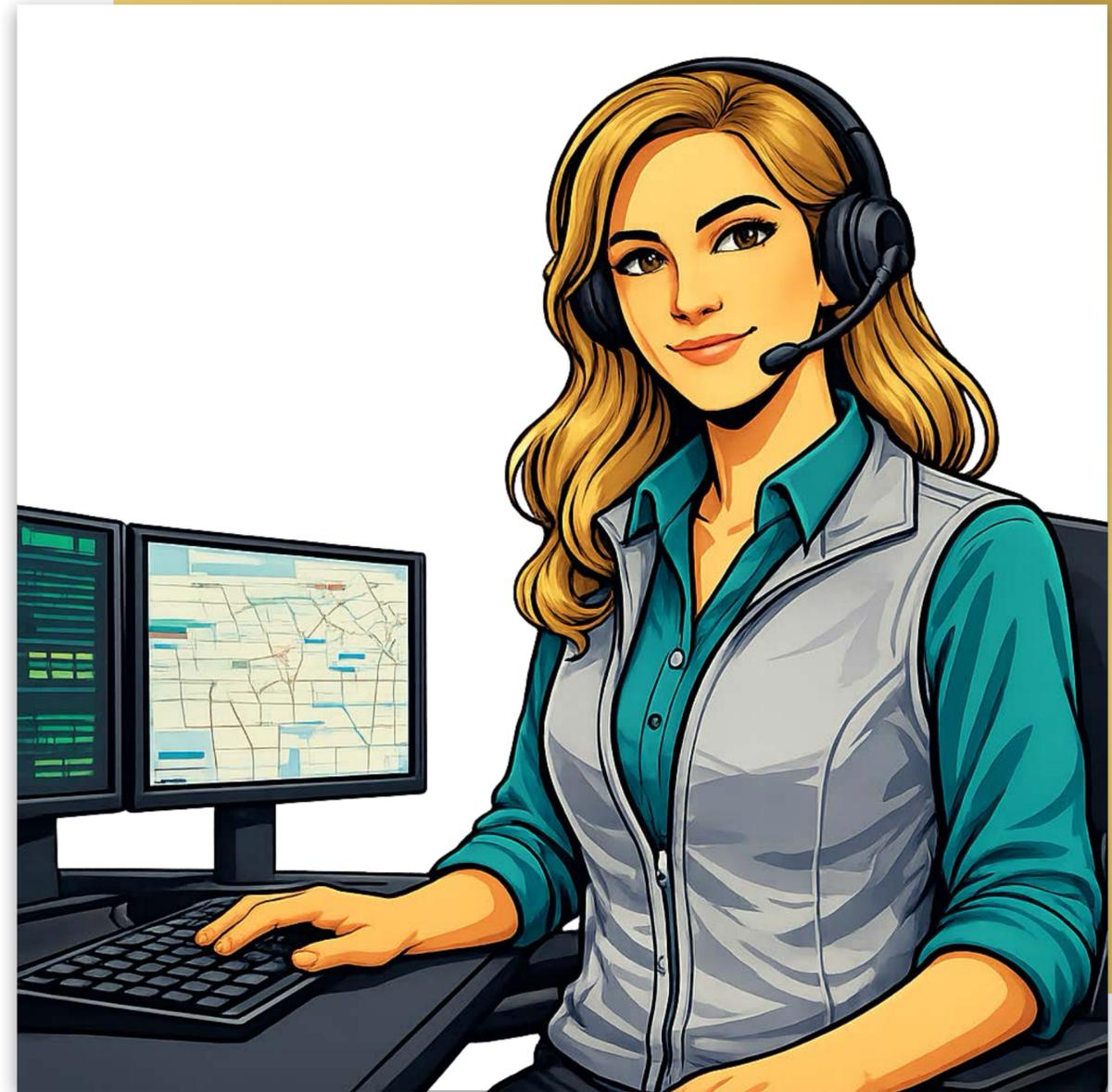
Understands that a sale isn't just good for them it's good for the client.



DISPATCHER

- Is typically behind the scenes.
- Manages trip board & ensures things run smoothly.
- Anticipates and gets ahead of issues, before they become problems.

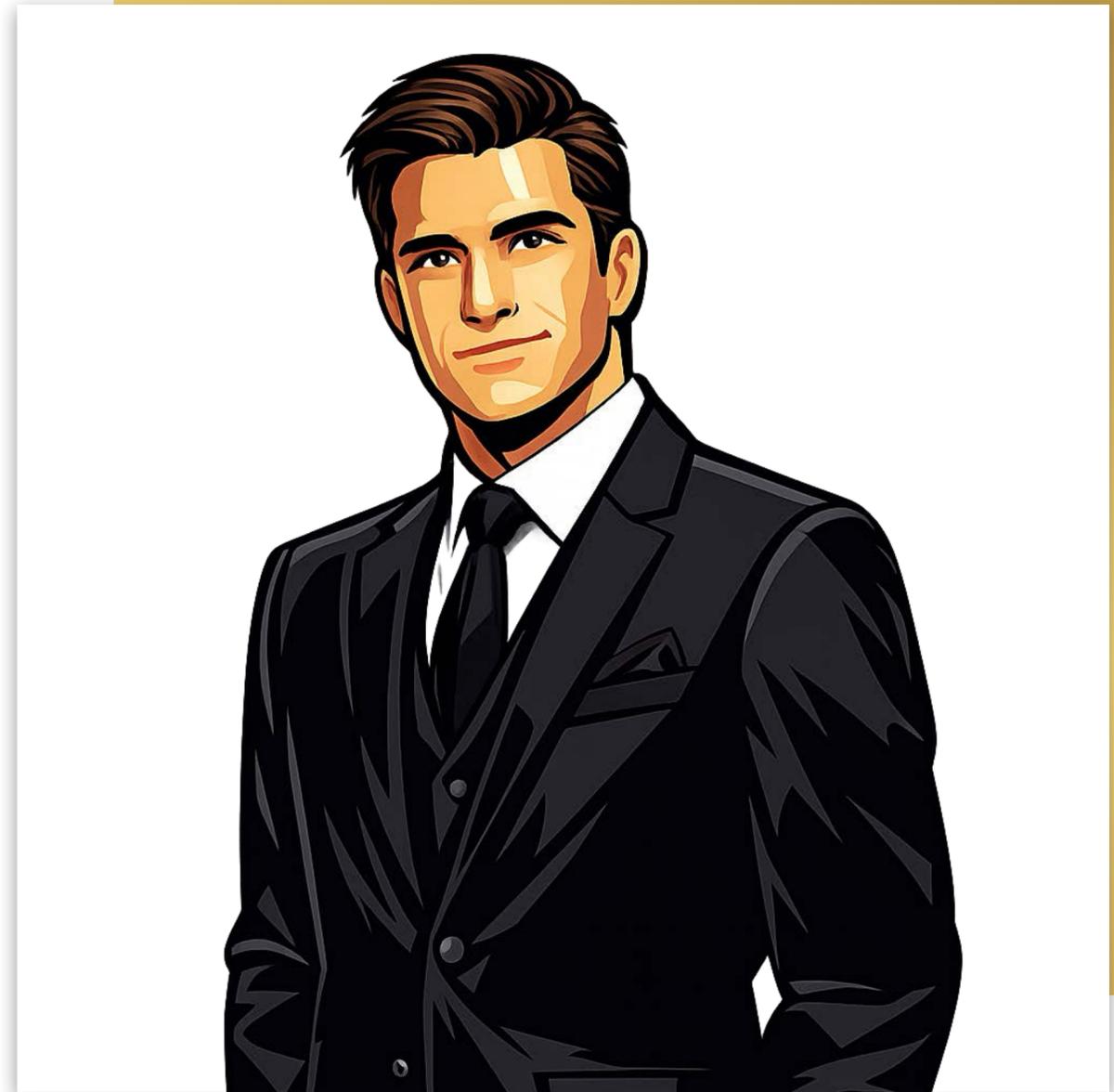
Understands that their scheduling and attention to detail makes the difference between a smooth trip and a service failure.



THE CHAUFFEUR

- The embodiment of professionalism and the face of the company to your passengers.
- Likely to be the only person the passenger meets in person from your company and as a result the physical representation of your brand.
- Extensively trained, polite, and prioritizes safety & service.

Understands that everything a passenger believes about your operation is filtered through them.



THE TIMELINE OF A TRIP

**Initial Contact,
Quote & Booking**

**Passenger
Pick-up**

**Passenger
Drop-off**

**Scheduling
the Trip**

**Passenger
En-Route**

**Final Billing &
Follow Up**



INITIAL CONTACT, QUOTE & BOOKING

- **Listen:** Don't try to control the conversation, look to learn about their needs with targeted open-ended questions and listen twice as much as you speak.
- **Get the facts:** Capture all the relevant information of who, where, when, why, including things like timing, flights, events, number of passengers, luggage, and the role of the person booking the trip(s).
- **Uncover the itinerary:** Ask about return legs, stops, multi-day needs, other cities and offer to cover the full trip.
- **Create value before price:** recommend the right level of service, help them understand the value it provides and how it gets them the outcomes they want, before you talk pricing.
- **Provide Peace of Mind:** Spot potential issues and proactively eliminate failure points (timing buffers, meet/greet, vehicle fit, pickup plan, etc.).
- **Close and extend:** recap plan, confirm expectations, send confirmation fast, secure the next leg/future needs



SCHEDULING THE TRIP

- **Build the Trip Board:** Stack trips, add realistic drive times with cushions and spot gaps/clusters early.
- **Verify every reservation is “board-ready”:** Look for anything out of place or that doesn’t seem right. Look at pickup/drop locations, times (AM/PM), flight details, pax/luggage, notes, and contacts.
- **Assign the right chauffeur & vehicle:** Match trip needs, client/VIP requirements, vehicle type, driver strengths, location efficiency. Keep in mind an “upgrade” due to vehicles availability isn’t always a fit...
- **Confirm coverage:** Every in-house and farm-in trip must be Assigned AND ACCEPTED, every farm-out must have driver confirmed and trip sheet complete.
- **Run the board:** Watch status changes and timing for on-location/on-board/en-route/dropped. Watch out for flight delays, late chauffeurs, traffic/events or other issues.
- **Be Proactive:** Don’t wait for an issue to become a problem, the sooner you can spot issues and work around them the smoother the day will go.



PASSENGER PICK-UP

The greet is a make or break moment. It can either establish trust and set the right tone or it can get the trip off to the wrong start. Some of the keys to a great greet are:

- How easily they found their chauffeur.
- The chauffeur's appearance and demeanor.
- How they were greeted and the service experience in terms of assistance with luggage, getting into the vehicle or anything else they may need help with.
- The condition of the vehicle's exterior and the cleanliness of the interior.
- The overall "feel" of the situation.

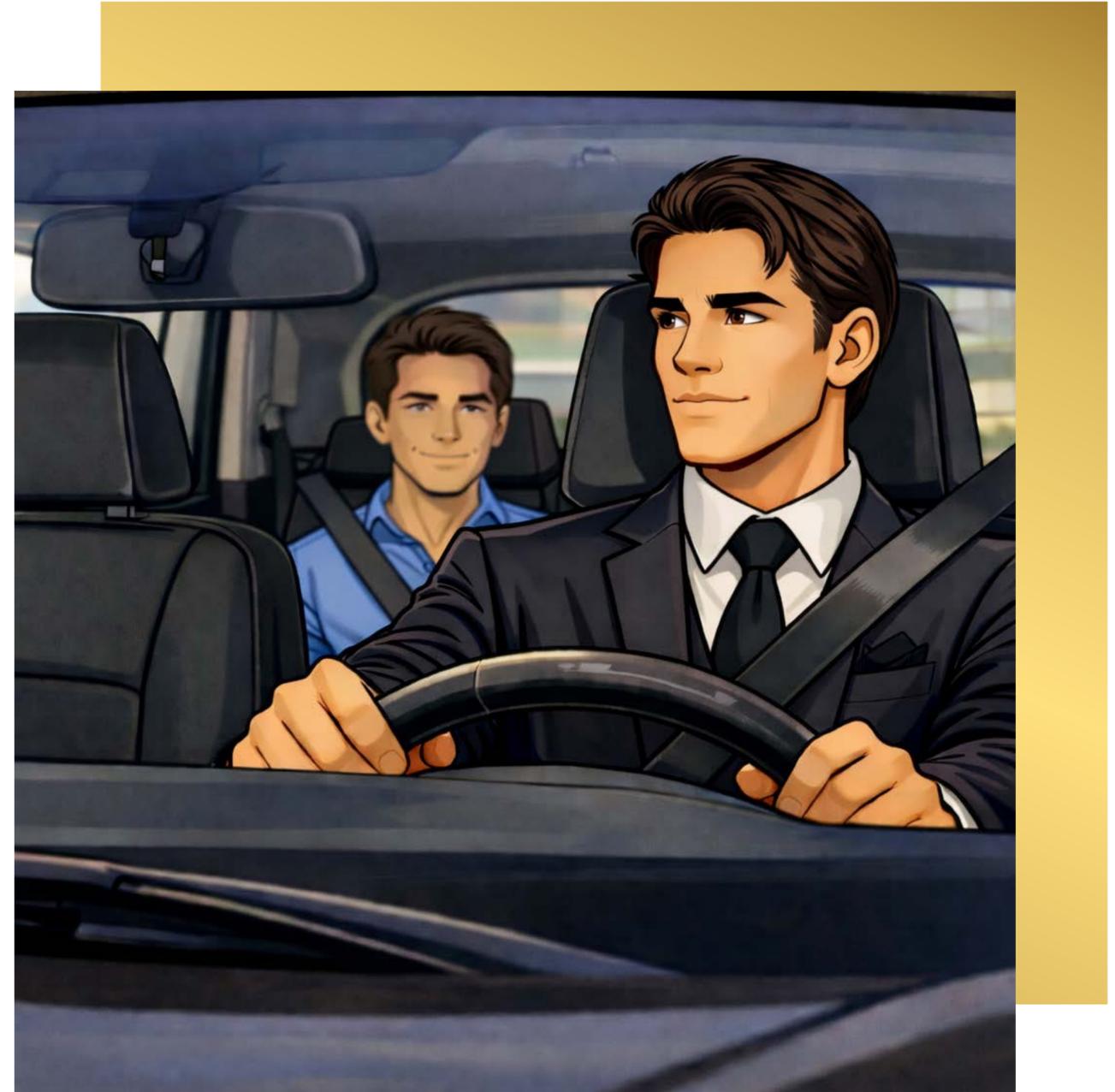


PASSENGER EN-ROUTE

Although safety and a focus on driving are the priority once a chauffeur has pulled away, there are key things that do need to be addressed before and while driving:

- Amenities such as Water bottles & Mints.
- Providing a trip overview to the passenger.
- Driving like water flows to ensure a smooth relaxing ride.
- Letting the passenger be in control of IF they want to have a conversation, and keeping things positive if they do.
- Being knowledgeable about the local area.

More than just a smooth ride, it is about providing a comfortable, luxury travel experience, where a passenger can relax.



THE DROP-OFF

The drop-off is one last chance to say thank you at the end of the trip.

- Ensure you bring them their luggage and open the door for them.
- Thank them by name for their business and let them know it would be you and your company's pleasure to serve them again.
- Ensure they have everything from the vehicle.
- Reset the vehicle so the next passenger never knows they weren't the first trip of the day.



CLOSE OUT THE TRIP

- **One Standard:** Close Every Trip Same-Day (or Within X Hours).
- **Retail:** Receipt Delivered Fast + Charges Match the Quote/Expectation.
- **Corporate:** Invoice Correctly + PO/Cost Center + Itemized Fees for Expensing.
- **Farm-in:** no Surprises Keep Them Updated and Make Sure They Know As Soon as You Drop.
- **Farm-Out:** Pay Quickly and Be Easy To Work With.

Regardless of the Work Type Build a Reputation for Billing Speed and Accuracy. If Something Is Off Get It Solved Quickly.



HOW ARE YOU DOING?

The way you get real-world feedback changes depending on the type of service and environment but some ways to figure out how your doing include:

- ✓ Automated review tools
- ✓ Check-in with your affiliates
- ✓ Following Up with your top or first-time clients
- ✓ Ghost riding your own vehicles



THE TIMELINE OF A TRIP

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**Passenger
Drop-off**

**Scheduling
the Trip**

**Passenger
En-Route**

**Final Billing &
Follow Up**





“People will forget what you said,
people will forget what you did,
but people will never forget
how you made them feel.”

- **Maya Angelou**



WHERE FAILURES HAPPEN

Failures happen at every level, across all professions. However, The cause is rarely the advanced or complex parts. Most failures are a result of:

- Overlooked basics
- Rusty fundamentals
- Forgotten, misused or ignored core principles

Mastery isn't about complexity — *it's about consistent execution of the fundamentals*



WHEN YOU GET IT WRONG

A mistake, issue or problem, can break or strengthen a relationship. Sometimes your biggest failures can turn into chances to solidify your best clients.

- Acknowledge you messed up
- Give a Sincere Apology
- Focus on what you can do in the moment
- Show them what your doing so it doesn't happen again

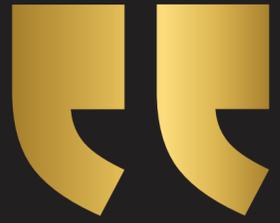
How you handle failure both personally and professionally defines not only you, but your entire company.



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- The State of Ground Transportation
- What Doing It Right Looks Like
- **Making It Happen in Your Company**





If you take care of the small things,
the big things take care of themselves.



WHY TRAINING MATTERS

- Reduces Accidents and Incidents Helping With Insurance Costs.
- Companies That Invest in Training Are More Profitable
- Increases Earnings Potential.
- Enhanced Professional Skills.



WHY MOST TRAINING DOESN'T SCALE

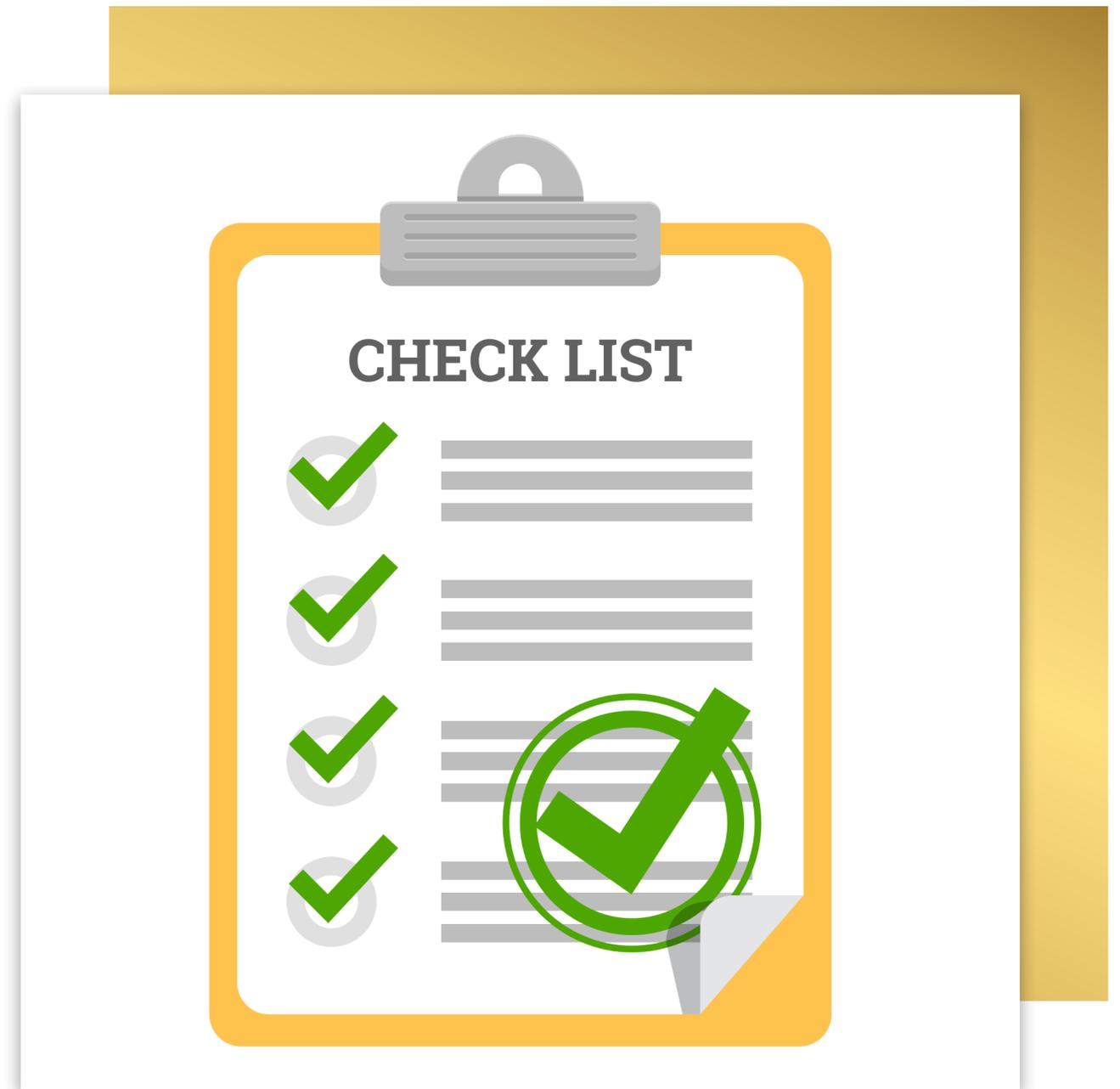
- Trainer-Based Instead of Process-Driven
- Personality-Dependent Instead of Role-Standardized
- No Documentation, no Consistency



HAVE A PLAN & FOLLOW IT

Having a plan isn't enough. You need to have a plan and keep it up to date. It should include:

- ✓ Onboarding & Initial Paperwork
- ✓ Orientation, Company Mission, Vision & Values
- ✓ Fundamentals of Safety & Service
- ✓ Company Vehicle & Client Procedures
- ✓ Real World Locations & Practical Application
- ✓ Follow Up & On-Going Training



HAVE A COACH NOT A TRAINER

- Most Trainers Are Demonstrators
- **Demonstrator:** *"Watch Me"*
- **Coach:** *"Let Me Walk You Through It"*



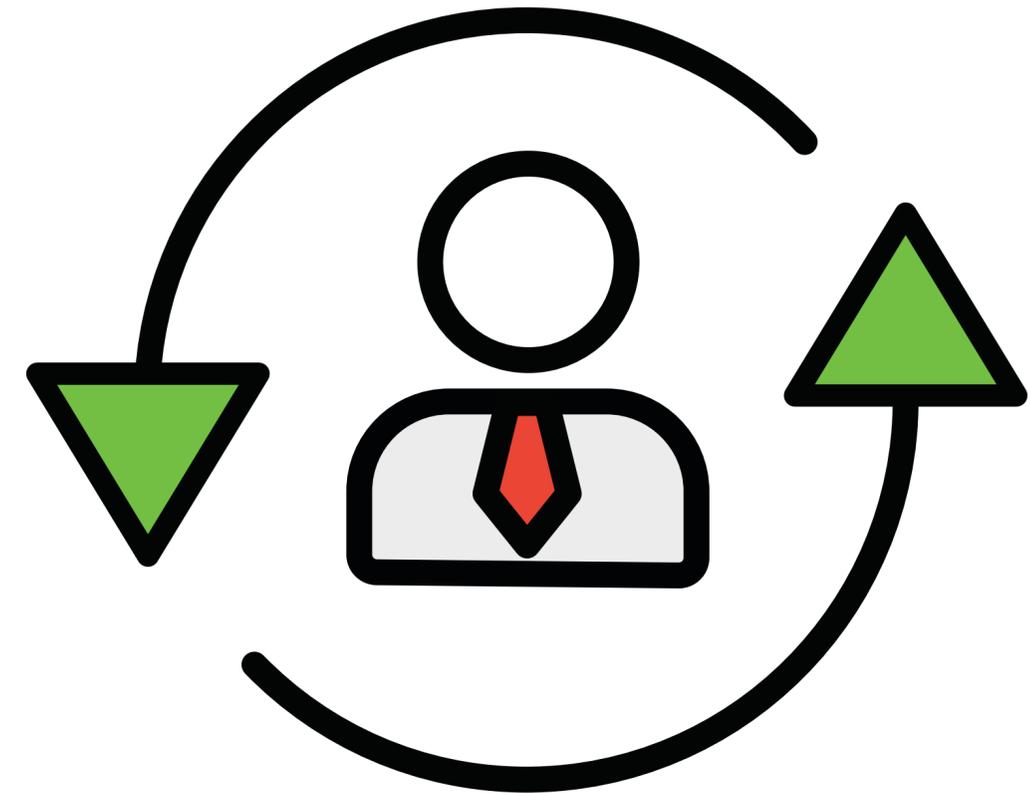
THE COACH MENTALITY

- More Doing Less Showing
- Ask Questions
- Give Feedback
- Follow-Up



BUY-IN & EXPECTATIONS

- A Larger Purpose
- What Their Role Includes
- What Is Their Responsibility
- What Is and Is Not Acceptable
- What Is Their Place in Your Culture



EXPLAIN WHY

Simply Explain Why Will Result in:

- Better Retention of the Information
- Better Willingness To Follow Policies
- More Respect for Processes
- Stronger Safety and Service Culture



CREATE CHECKLISTS ANYONE CAN FOLLOW

- We Are all Wired To Forget
- The Easiest Way To Remember Something Is To Have a Quick Reference
- If It's Important Map out the Process and Leave Your Team Breadcrumbs To Follow.

PROCEED SLOWLY

TURNS

LEFT **RIGHT**

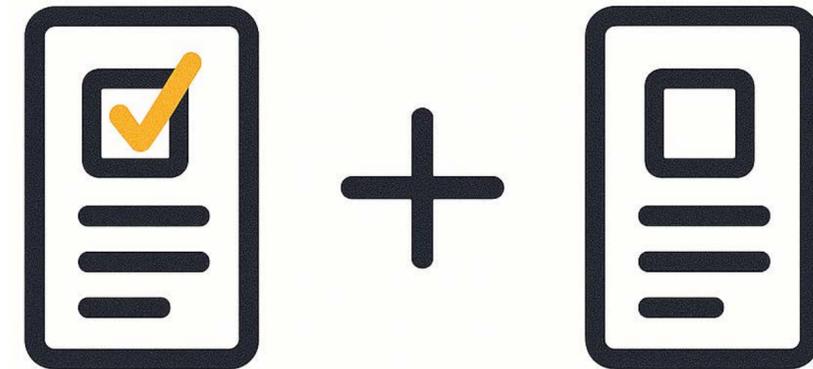
EMERGENCY STOP **DISTANCE TO STOPPING POINT** **STOP**

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IF IT'S NOT DOCUMENTED THEN IT DIDN'T HAPPEN

Not having a record of training is just as bad as not having it! Manuals, videos, or other training isn't enough by itself; you have to document it!

- ✓ When did it take place?
- ✓ How did you present the materials?
- ✓ What was covered?
- ✓ How long did you spend on it?
- ✓ Testing results



INSPECT WHAT YOU EXPECT

You should know how every driver is doing from both a safety and service standpoint. That means using all the tools you have at your disposal.

■ Catch Issues Early

Alerts, Notifications, Safety Events, Service Misses

■ Coach in the Moment

Real-Time Feedback Tied to a Specific Behavior

■ Train To Eliminate Patterns

Ongoing Training To Keep Them Sharp & on-Track

■ Verify and Record

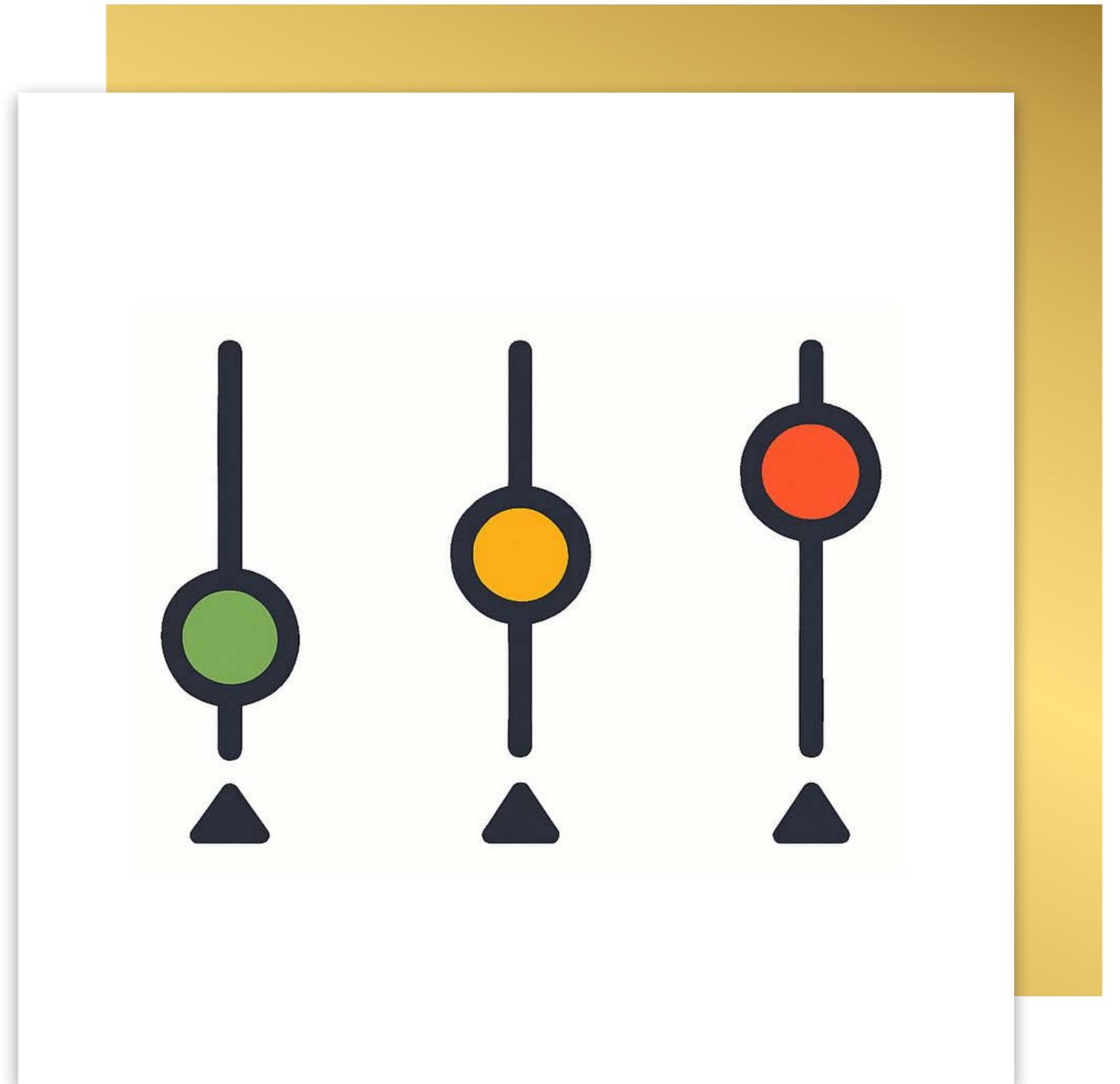
Follow-Up Checks + Documentation for Accountability



KEEP SCORE

Have some kind of composite safety score that consists of:

- **Proactive** Data Such as Ongoing Training Participation
- **Reactive** Data Like Telematics Events and Scores
- **Real-Time** Feedback Such as Reviews, Complaints or Other Passenger Ratings



YOUR NOT GOING TO COME BACK TO IT...

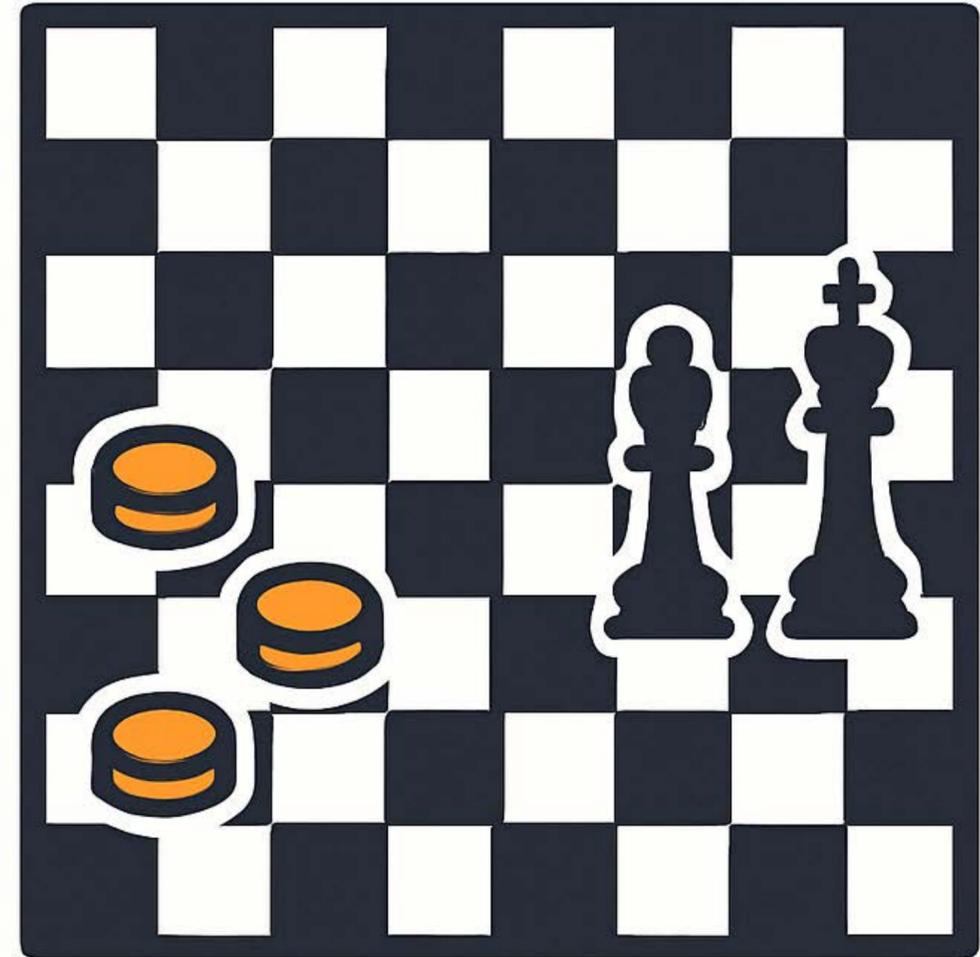
- I'll Cover That Later
- They Don't Need To Know That Right Now
- It's Too Much To Cover all at Once

These Are Ways of Saying. I'm Not Dealing With It Now. The Result? You're Going To Deal With the Service Failure, Mistake or Issues the Results Instead...



PLAY CHESS NOT CHECKERS

- Growth Is a Systems Game, Not a Hustle Game
- Policies Aren't About Control — They're About Consistency
- If You Don't Plan Ahead, You'll Always Play From Behind



FREE DEFENSIVE DRIVING POSTERS

PAXTraining.com/Defensive-Driving

ADVANCED SAFETY AND DEFENSIVE DRIVING
STAY SAFE AND PROACTIVE ON THE ROAD

STR.I.P.E.

S.T.R.I.P.E. is an acronym that can help you avoid accidents and ensure you are proactively driving.
S.T.R.I.P.E. stands for...

- SCAN Ahead**
 - Always be scanning ahead to ensure you're ready for any situation.
 - Constantly analyze your surroundings.
 - Keep your eyes moving from the front of the car to the rear and sides.
- TARGET Your Steering**
 - Always have a clear target that you are steering toward.
 - Focus on the bigger picture, not just what is right under your nose.
 - Aim the vehicle toward your goal and drive to it.
- READ The Road**
 - Look ahead and anticipate danger before it happens.
 - "Read the signs" that others might miss to anticipate obstacles and risks.
 - "Read" from building to building, sidewalks, intersections, etc.
- IDENTIFY Dangers and Hazards**
 - Always look to identify and avoid potential hazards.
 - Look LEFT-RIGHT-LEFT every time you enter an intersection.
 - Be aware of distracted drivers and avoid them.
- POSITION Yourself to a Safe Zone**
 - Maintain your "Safe Zone" by leaving extra room around your vehicle.
 - Avoid being boxed in by other vehicles.
 - Use communication tools (horn, headlights, turn signals) to indicate your position.
- ESCAPE: Always Leave an Out**
 - Always leave yourself an escape plan.
 - Leave enough room to maneuver from behind the vehicle in front.
 - Be prepared for night driving with clean headlights, windshield, etc.

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GROUND TRANSPORTATION PODCAST

with Ken Lucci and James Blain



***Chauffeur, Ride Share...
What's the Difference?***

Episode 75



***Claims & Courtrooms: What's Really Behind
Today's Insurance Rates***

Episode 71



***Unbreakable Path: A Story of Loss, Resilience,
and the Pursuit of Greatness, with Charlie Horky***

Episode 60



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