



Customer Experience Program

Trainer Session Plan

Produced for the Tasmanian Taxi Industry

Trainer Session Plan

Duration: 3 hours

Session Objective: Equip participants with the skills and knowledge necessary to deliver exceptional customer experiences in the Tasmanian Taxi Service industry.

The facilitation of the course has been developed to provide a highly participative environment with a blend of theory and practice. The trainer is to guide the participants through the PowerPoint presentation using the Participant handbook as a reference to the theory and activities pointed to in the slides.

The course should be informative and fun for the participants with the trainer bringing positive energy to the topic and sharing their own experience and stories to support the theory in the course. Trainers should encourage the participation of all students in the course in the group discussions and support them to turn their learning into action through the Self-Assessment and Actions activities at the end of the course.

Materials Needed:


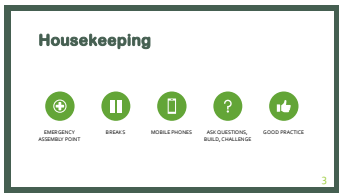

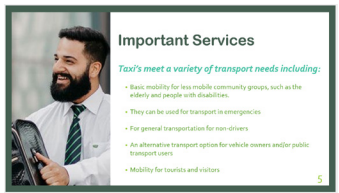
- Participant handbook and pens
- Whiteboard or flipchart
- Markers
- Laptop and projector for multimedia presentation
- Handouts or supplementary materials

Note: The session plan provided is a guideline and can be customised based on the specific needs and requirements of the trainer and the participants in the course. The duration of each section can be adjusted as necessary to ensure a comprehensive and engaging training session is achieved.

Session Outline


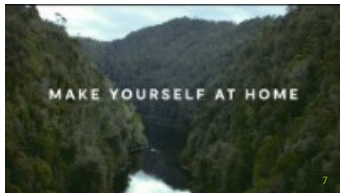

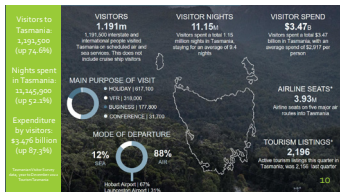
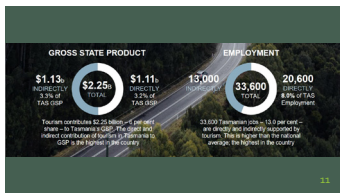
Session Name	Duration
Introduction	10 minutes
1: The Tasmanian Visitor Experience	30 minutes
2: The Customer Experience	30 minutes
3: Professional Standards	30 minutes
4: Effective Communication Skills	30 minutes
5: Knowledge and Learning	10 minutes
6: Handling Complaints	10 minutes
Review, Reflection, Conclusion and Wrap-up	20 minutes

Introduction (10 minutes)

Slide	No.	Trainer Guidance
	2	Welcome participants and introduce yourself as the trainer.
	3	Housekeeping. Distribute participant handbooks and any other relevant materials. Set expectations for a collaborative and interactive learning environment.
	4	Provide a brief overview of the program objectives and the importance of customer experience in the taxi service industry.
	5	Taxis provide important transport services. They meet a variety of transport needs, including basic mobility for less mobile community groups, such as the elderly and people with disabilities. They can be used for transport in emergencies, general transportation for non-drivers or as an alternative transport option for vehicle owners and/or public transport users, and mobility for tourists and visitors.

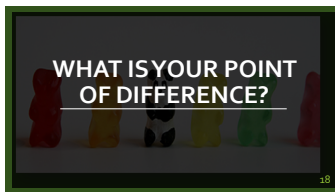

- In mandatory taxi driver training you complete a customer service module as part of the driver training course. Today we will be focusing specifically on the Tasmanian Taxi Industry Customer experience.
- Ask participants to open their Participant handbook to the Introduction page and discuss the Importance and impact of a consistent customer experience across the taxi service industry in Tasmania – When you become a taxi driver, you join a professional group of people who provide a vital service to the public. It is expected that you behave professionally and adhere to the Code of Conduct for the Tasmanian Taxi sector. The training today focuses on delivering a great Tasmanian Customer experience to all passengers that travel in a taxi in Tasmania.

1: The Tasmanian Visitor Experience (30 minutes)

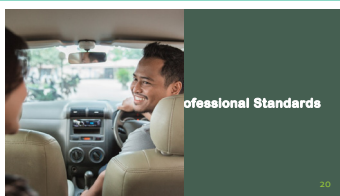



Slide	No.	Trainer Guidance
	7	Defining the Tasmanian Visitor Experience – serving local, intra-state, interstate and international customers – discuss the importance of providing a great experience to all passengers regardless of how short or long the fare, whether they are residents or tourists etc;
	8	Watch the Tourism Tasmania video
	9	Discuss the questions on the slide Written Activity – refer to the Participant handbook (page 3) - Discuss and have the participants answer the questions on the slide and in the participant handbook. Have a group discussion about their responses. Add your own answers to the questions in the discussion.
	10	We are all connected – Discuss how we are all connected and to the customer every interaction contributes to their experience of Tasmanian service as a whole. Discuss as a group the 2 questions on the slide to gather the thoughts of the participants, add your own thoughts to the discussion.
	11	Discuss the statistics on the slide and the contribution that visitors make to Tasmania’s economy. Highlighting the number of Visitors, Airline seats and the Visitor Spend.
	12	Discuss the importance of tourism dollars on the economy and the direct link to employment opportunities. Link this to the importance of the customer experience of feeling valued by all who serve them while they visit Tasmania. Taxi drivers are often the first people that visitors interact with when they arrive in Tasmania.


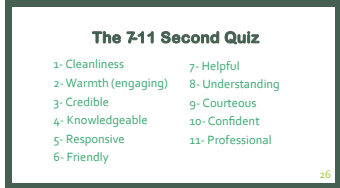
2: The Customer Experience (30 minutes)

Slide	No.	Trainer Guidance
 <p>Slide 13: The Customer Experience</p>	13	<p>Refer to Participant handbook (page 4) – explain the difference between the Customer Experience and Customer Service. Go through the theory in the handbook explaining the benefits, what defines a good customer experience and the things that cause a bad customer experience. Link this to the Activity in the Participant handbook</p>
 <p>Slide 13: YOUR WORST-EVER CUSTOMER SERVICE EXPERIENCE?</p>	13	<p>Refer to the Written activity in the Participant handbook (page 7) – ask participants to recall and reflect on their own worst ever customer experience. What made it the worst? Each person shares their story. Facilitator to capture the key points on a whiteboard on the left-hand side – writing the things that made it bad example: rudeness, ignored, wait times, wrong information etc;</p>
 <p>Slide 15: YOUR BEST EVER CUSTOMER SERVICE EXPERIENCE?</p>	15	<p>Participants are to recall and reflect on their best ever customer experience. What made it the best? Each person to share their story. Facilitator to capture the key points on the whiteboard on the right-hand side – writing the things that made it good. Example: smiling, heard, valued, interested</p> <p>When all the dot points have been put on the whiteboard the facilitator talks about how the best ever service points are easily achieved. There is nothing listed that is unrealistic. Linking this to the next slide discussion</p>
 <p>Slide 16: LOOKING THROUGH YOUR CUSTOMER'S EYES see with fresh eyes</p>	16	<p>Looking through your customers eyes. It is important to understand what customers are looking for when they expect service and what they see. When you have done a job for some time you go into auto-pilot mode and are likely to overlook details and overlook paying attention to your customer. Each customer wants to feel like the most important person you have served that day. (handbook page 8)</p>
 <p>Slide 17: Customer Service is the combination of feelings, thoughts and emotions throughout the journey with your brand</p> <ul style="list-style-type: none"> • Customer Service is the combination of feelings, thoughts and emotions throughout the journey with your brand • A customer may not always remember what you said but they will always remember how you made them feel. • Each customer journey is unique and affected by perceptions, emotions, events, and decision moments that shape the experience • A decisive moment is your opportunity to impact a customer's choices; this is when they will become an advocate or detractor • The part of the brain that controls decisionmaking also controls feelings; loyalty does not come from logic – it comes from emotion 	17	<p>Read through the dot points on this slide highlighting that a customer may not remember what you said but they will always remember how you made them feel. Refer the participants to the theory in the handbook so they can follow along with the points on the slide as you discuss them.</p>
 <p>Slide 18: What do Customers Want? The Top 5 most important things to customers:</p> <ul style="list-style-type: none"> • Value for money, price, competitiveness • Customer Service • Reliability, keeping promises • Quality • Ease of doing business 	18	<p>What do customers want? Understanding Customer Expectations Read through the dot points listing the 5 most important things to customers, based on extensive market research. Discuss with the group why it is important to understand what is important to customers. Refer to the Participant handbook (page 8). Relate the points to customer expectations in the context of a taxi service.</p> <p>Ask the group what common customer expectations are and the needs that they hear from their customers?</p>




	19	Ask the group what is your only point of difference to the customer? The answer is THEM – their unique personality is their only point of difference. The customer experiences and judges the entire Tasmanian Taxi service sector through the individual experience they have with one driver!
	20	It is important that every taxi driver understands - What creates a great customer experience so they can deliver a memorable experience to their customers. Read out the dot points on this slide and explain that you will go into the detail of each point in the coming slides



3: Professional Standards (30 minutes)





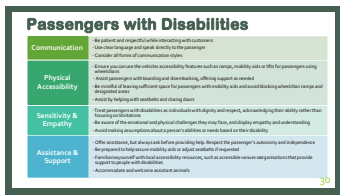
Slide	No.	Trainer Guidance
	21	Professional standards – The significance of professionalism in the taxi service industry – explain the importance of having standards for professionalism Introduce the context of standards as a benchmark for what is expected and how each person can know that they are doing what is expected by their employer, the sector as a whole and the customer when it comes to professionalism as a Tasmanian taxi driver. The following two slides go into the attributes of professionalism at work.
	22	Personal Presentation encompasses the points on this slide. Refer to the Participant handbook for details
	23 and 24	Read out each of the professionalism at work attributes and their descriptions explain that these are the benchmark standards for professionalism at work.
	25	Tasmanian Taxi Driver Code of Conduct – Refer to Participant handbook. Explain that the Code of Conduct expectations apply to every person that is employed to drive a taxi at any location in Tasmania. Explain that understanding what the expectations in the Code of Conduct are helps drivers to know that they are meeting the expectations required of them as a representative of the Tasmanian Taxi industry. Including in this discussion -

		<p>Importance of maintaining a safe and secure environment for customers, Safe driving practices and adherence to traffic rules, Handling emergencies and difficult situations in the context of the overall customer experience</p>
	<p>26</p>	<p>Making a good impression. Discuss the importance of maintaining a neat and clean appearance, dress code and personal hygiene linked to the overall customer experience -. The overall experience a customer has is more than just a trip from point A to point B – the professionalism of the driver, the personal appearance and hygiene of the driver and the appearance of the taxi all communicate to the customer how much a driver cares about them.</p>
	<p>27</p>	<p>The 7-11 Quiz – Researchers say it takes 7-11 seconds to make a good first impression. People make up their minds in 7-11 seconds whether they like you or not! People buy YOU .</p> <p>Etiquette and courtesy towards customers is important to the overall customer experience these are the 11 areas that a customer is judging you on... Read out the 11 points. Ask participants mentally rate themselves against each of the 11 points on a scale of 1 to 10. With 1 being Very poor and 10 being consistently outstanding. Asking them to think about which areas they could improve in. Once you have read out the slide points and participants have reflected on their scores ask a couple of participants to share with the larger group where they think they could improve and how they might do that? Point out here that a big warm welcoming smile and good personal presentation tick most of the points on this slide!</p>


4: Effective Communication Skills (30 minutes)

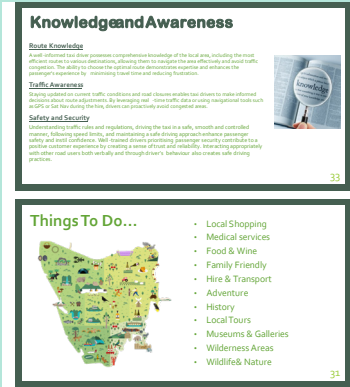
Slide	No.	Trainer Guidance
	<p>28</p>	<p>Discuss the Importance of effective communication in providing a great customer experience. Refer to the Participant handbook (from page 12)</p>
	<p>29</p>	<p>Communicating at Work: Discuss the first point highlighting the different ways we communicate at work in comparison to how we might communicate with family and friends outside of work. Ask for input from the group about what some of those differences would be? Link communication at work to professional standards and expectations</p>
	<p>29</p>	<p>Delighting your customers: explain that setting a high standard for the customer experience is reliant on the individual driver to have a desire to delight each and every customer with their service. Great service and a great customer experience relies on the individual commitment</p>

		<p>of a driver to be motivated to deliver quality service in their work. If the driver doesn't care about the customer it will show in their appearance, the appearance of their vehicle and their attitude towards the customer. If a driver sets their own personal standard to delight every customer, they will strive to achieve this and gain a greater sense of self satisfaction from their work.</p> <p>Ask the group what things they do to delight their customers? – Answers could include hop out of the taxi if the passenger has luggage, help them by loading their luggage, smiling and saying hello, asking what brings them to Tasmania – if they are picking them up from an airport or hotel</p>
 <p>The slide titled 'Effective Communication Skills' features a 3x3 grid of green boxes with white text. The boxes contain the following text: 'COMMUNICATING EFFECTIVELY', 'HELD INTERESTED CUSTOMERS', 'ACTIVE LISTENING', 'POSITIVE ATTITUDE', 'APPROACHABLE', 'WORK WELL UNDER PRESSURE', 'ATTENTION TO DETAIL', 'KNOWLEDGE', and 'EFFICIENT SERVICE'. To the right of the grid is a photograph of a smiling male taxi driver in a white shirt and seatbelt, driving a taxi. The number '29' is in the bottom right corner of the slide.</p>	<p>29</p>	<p>Active listening techniques to understand customer needs and concerns Active listening is a skill that can be developed throughout our whole lives. If we are lucky, we are able to hear well, active listening is a completely different thing to hearing. Hearing is a sense; active listening is a skill that requires intention and commitment. As humans we don't naturally listen to others well, we are usually thinking about our reply when someone is talking or are distracted and not listening at all. Active listening is a great skill to commit to learning how to do better. It requires ongoing commitment to improve. Ask the group why is active listening important? What happens when you listen to others? What happens when you listen to customers? Responses should include; you learn, you understand better, you gather information, it shows respect and that you value that person.</p>
 <p>This slide is identical to the one above, showing a 3x3 grid of communication skills, a photo of a taxi driver, and the number '29'.</p>	<p>29</p>	<p>Positive attitude – explain that attitude is a choice and that we all have the ability to choose and change our attitude and mindset if we desire to do so. When it comes to delivering a great customer experience attitude really matters. What you think about customers and your job really impacts how you feel and how you feel impacts the service you deliver. Negative feelings about customers or your job show in the service you deliver. Develop some great strategies for choosing your attitude throughout your shift. There are some simple and effective ways that you can shift your attitude. The first step is to become aware of how you are feeling in any given moment and if you find your attitude is not great then by first identifying you are feeling negative you can think about how you would prefer to feel. Start by changing your physical posture, usually if we feel down our body is slumping too. By sitting up straight, shoulders back and open up your chest you immediately change how you feel. You will feel more present and more aware of your surroundings. Add a smile to your face, it is virtually impossible to feel down or negative when you are smiling (like trying to sneeze with your eyes open – you just can't!) – smiling releases good feeling chemicals into your bloodstream. Simply put,</p>


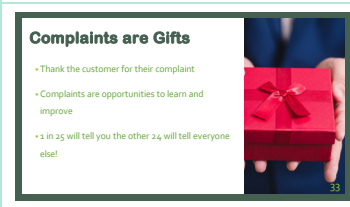
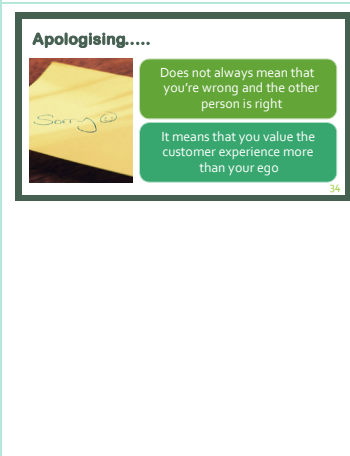
		changing your physiology changes your chemistry which changes how you feel!
	29	Approachable - Body language –posture, body language and facial expressions tell a customer whether you are approachable and friendly or not. Remember the 7-11 quiz – a warm welcoming smile ticks almost all of the boxes!
	29	Attention to detail and the importance of the little things that make a difference. Example – cleanliness of taxi, personal presentation, remembering a regular customers name.
		Patience and Respect for other road users – Maintaining professionalism and respect towards your customers is essential, and it is equally important to extend the same courtesy on the road and towards fellow road users. Your behaviour and demeanour while driving reflect on your reputation. In addition to exercising patience, it is crucial to uphold a professional and respectful attitude in all road interactions.
	29	Knowledge Sharing: Talk about the remaining theory in this section of the handbook; talking to the participants about the list of Communication Techniques and the theory in the handbook on <ul style="list-style-type: none"> • People from other Cultures • Language differences • Passengers with disabilities
	30	Passengers with Disabilities – Talk through the importance of creating a positive customer experience, it is crucial to understand the concept of disability and be equipped with the necessary knowledge and skills to accommodate and assist these passengers effectively. Group Activity (page 17) Have the participants break into pairs or small groups depending on the number of participants in the course. Follow the instructions for the group discussion activity

5: Knowledge and Learning (10 minutes)

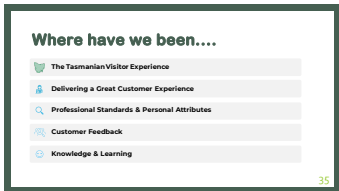

Slide	No.	Trainer Guidance
	32, 33 and 34	Refer to the Participant handbook (page 18). Talk about the vital elements of knowledge for a taxi driver and strategies for having a continuous learning approach to their knowledge and learning.

	<p>Explain that there is always more for us to learn, the theory in the handbook expands on this.</p>
---	---

6: Handling Complaints (10 minutes)

Slide	No.	Trainer Guidance
	35	
	36	<p>Reframing Complaints as gifts - 1 in 25 people will tell you directly if they are unhappy. The rest will tell everyone else! With social media today the impact of unsatisfied customers can be catastrophic to a business. Refer to the Participant handbook (page 19-20)</p>
	37	<p>Apologising – saying sorry if the customer is upset does not mean that you are admitting liability or putting yourself at risk. It means that you are sorry to see that the customer is upset. This lets the customer know that you accept the fact that they are upset, it doesn't mean that you agree with their reason for being upset.</p> <p>Mindset of Problems v's Solutions – Seeing problems and challenges as an opportunity to learn and grow is a great way to approach problems and challenges.</p> <p>Written activities (handbook page 21) – Have the participants respond to the two Case Study questions either written or verbally in pairs or small groups.</p>

Review, Reflection, Conclusion and Wrap-up (20 minutes)

Slide	No.	Trainer Guidance
	38	<p>Where have we been - Recap key points covered during the training program</p>
	39	<p>Questions and answers ask if there are any questions.</p> <ul style="list-style-type: none"> • Thank the participants for their time and engagement. • Open the floor for any final questions or comments. <p>Participants to complete the Self-Assessment in the handbook (page 22) and list 3 Actions they will take from the course. Have each participant read aloud one of their actions from the course.</p> <p>Final remarks and encouragement to apply the knowledge and skills learned. Remind the participants that they have their handbook to keep as a valuable reference resource from today's course.</p>