

# Golden Rules

*Measuring Life by a Different Standard*

Second Quarter 2010

This is a wonderful story about a cab driver who proves that great service is a choice.

My friend was waiting in line for a ride at the airport. When a cab pulled up, the first thing he noticed was that the taxi was polished to a bright shine. Smartly dressed in a white shirt, black tie, and freshly pressed black slacks, the cab driver jumped out and rounded the car to open the back passenger door.

He handed my friend a laminated card and said: 'I'm Wally, your driver. While I'm loading your bags in the trunk I'd like you to read my mission statement -- *Wally's Mission Statement: To get my customers to their destination in the quickest, safest and cheapest way possible in a friendly environment.* Then, my friend noticed that the inside of the cab matched the outside.

As he slid behind the wheel, Wally asked, 'Would you like a cup of coffee? I have a thermos of regular and one of decaf.' My friend said jokingly, 'No, I'd prefer a soft drink.' Wally smiled and said, 'No problem. I have a cooler up front with regular and Diet Coke, water and orange juice.' Almost stuttering, my friend asked for Diet Coke.

As they were pulling away, Wally handed my friend another laminated card, 'These are the stations I get and the music they play, if you'd like to listen to the radio.' Then Wally asked if the temperature was comfortable for him.

'Tell me, Wally,' my amazed friend asked the driver, 'have you always served customers like this?'

Wally smiled into the rear view mirror. 'No, not always. My first five years driving, I spent most of my time complaining like all the rest of the cabbies do. Then I heard a man on the radio say that if you get up in the morning expecting to have a bad day, you'll rarely disappoint yourself. He said, 'Stop complaining! Differentiate yourself from your competition. Don't be a quacking duck. Be an eagle. Eagles soar above the crowd.'

'That hit me right between the eyes,' said Wally. I was always quacking and complaining, so I decided to change my attitude and become an eagle. I decided to make some changes. I put in a few at a time. When my customers responded well, I did more. My first year as an eagle, I doubled my business from the previous year. This year is even better. I don't sit at cabstands much anymore. My customers call me for appointments on my cell phone. If I can't pick them up myself, I get a reliable cabbie friend to do it and I take a piece of the action.'

Wally was phenomenal. He was running a limo service out of a Yellow Cab. Wally the Cab Driver decided to stop quacking like ducks and to start soaring like eagles.

B+R Partners realizes that we too, are in the customer service business, and remain vigilant to ensure that our standards match Wally's.

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