
From: Gary Danner

Sent: Monday, December 19, 2011 12:58 PM

To: Katolyk, Orest; Rowe, Linda

Subject: I WANT MY EMAIL TO BE A MATTER OF PUBLIC RECORD. THIS IS VERY IMPORTANT

Good afternoon,

I am contacting you as loyal customer of Checker Limousine. I fail to understand why taxi drivers in London are pressuring City Hall to change how Checker Limousine conducts business. And worse yet — why City of Hall is even listening to what the taxi drivers have to say. Is Checker conducting business illegally? No. Is Checker conducting business unethically? Absolutely not!

To be successful in business a company has to find ways to make its product/service stand out from its competition. That's all Checker has done. They are the ones being proactive. Checker examined each and every aspect of the experience that a customer receives when he/she deals with Checker. Then Checker figured out how they could enhance the entire customer service experience. And for this Checker is now possibly being penalized? Rather than trying to elevate themselves UP to Checker's level, the taxi drivers are trying to bring Checker DOWN to their level.

I find that fares of Checker and regular taxis are pretty much the same. I tested this theory a while back when I took a regular taxi to one function one week and then a Checker Limo to another function in the same area the following week. The fares for both rides were within a \$1 - 2 of each other. So with the fares pretty much being equal, what sets Checker apart from the taxis?

- Nice clean car – no smell of cigarettes or back seat filled with garbage
- Cars with plenty of leg room and are comfortable
- Knowing what I will be paying upfront as far as a fare
- Pleasant, helpful person when I call to book a ride
- Professionally dressed drivers who open the doors for their customers --- and do so with a smile on their faces!
- Courteous drivers who will talk to me when I initiate a conversation---- rather than just staring out the window

Are these things "earth shattering"? No there are not. But Checker's attention to detail and doing these little things right is what makes a huge difference as far as customer service is concerned. There is a quote that best summarizes this ---- "Don't look for extraordinary circumstances to do good; look for ordinary circumstances."

Checker Limousine should be the standard that the taxi industry has to abide by; not the other way around. We hear it about it all the time i.e. how the people of London are trying to improve the image of the city. If I am a visitor to the city I would much rather travel with Checker. Or if I invite visitors to the city --- whether they be clients, friends, or family --- I would much rather showcase a company like Checker Limousine than the taxis we have here in London. I know that Checker would leave a far more favourable impression to any visitor that comes to London.

So one final thought/question to the taxi drivers in London --- Checker Limousine has set the bar high. Are you ready to set up to the challenge?

Thank you.

Regards,

Gary Danner