

Note: This is excerpted from a comprehensive bid document prepared by O'Brien Resources for BostonCoach, the leading provider of private transportation services. Preparation required more than a dozen interviews with operational managers.
– Dan O'Brien

AFFILIATES

Through rigorous screening, high-quality training, and continuous performance monitoring, BostonCoach affiliates are a key source of variable supply, enabling BostonCoach to respond instantaneously to peaks in client demand, wherever our clients travel.

Once we invite a firm to apply for BostonCoach affiliation, we launch an independent due-diligence process, performing financial and police background checks on all owners and managers. If the firm meets our exacting standards for availability, access, and performance, it becomes a new affiliate. In the end, less than 10 percent of companies in the original pipeline meet our exacting standards.

All new affiliates receive intensive training to ensure compliance with BostonCoach operational requirements. From reservation booking procedures to chauffeur dress codes to vehicle branding, every affiliate must reflect the BostonCoach approach to business excellence. We also subsidize affiliate enrollment in the best-in-class Smith System training for professional-level driver education.

BostonCoach dedicates eight associates to the management of affiliate relationships and 14 for real-time ride management, ensuring that clients enjoy an exceptional level of service regardless of who's driving.

BostonCoach affiliates deploy approximately 21,600 vehicles in various passenger configurations:

Type	Count	Models	Avg Age (yrs)	Turnover (yrs)
Sedans	6,000	Lincoln Town Car Executive L, Cadillac DTS, Mercedes S-Class & E-Class (includes Toyota Prius & Camry hybrid vehicles)	2	1
Limousines	1,500	Lincoln, Cadillac	3	1.5
Minibuses	3,000	Ford, Chevrolet Express LT	4	2
Motor coaches	2,300	MCI/Vanpool	6	3
SUVs	3,200	Lincoln Navigator, Cadillac Escalade, Chevy Suburban, Yukon Excel, Range Rover (includes Lexus RX Hybrids)	3	1.5
Vans	5,600	Ford, Chevrolet	3	1.5

Just as with company-owned vehicles, we record every reservation phone call in case a later incident investigation proves necessary. We regularly dispatch mystery riders to measure service quality anonymously, and we solicit feedback from passengers. If there's a service issue, our client relations team investigates immediately and typically resolves the inquiry within 48 hours.

OPERATIONS & EQUIPMENT

The ride lifecycle

BostonCoach sends each new reservation – complete with client name, date, airline flight number (if appropriate), pickup time, destination, and special requests – to a computerized queue. Working with a sophisticated algorithm that continuously optimizes chauffeur and vehicle availability, dispatchers work through this queue as the pickup time approaches. Transportation is in place 15 minutes prior to the scheduled pickup.

For airport pickups, as soon as a client's flight leaves the ground, dispatchers make specific arrangements, contacting the selected chauffeur to confirm his availability. If we know the airline flight number, we adjust the pickup time based on real-time FAA data; passengers do not need to call to modify their pickup times.

For all rides, the chauffeur continues to send status updates when he arrives at the designated location, when he picks up his passenger, and again when he drops him

off. At every point in the lifecycle of a ride, BostonCoach is fully aware of the vehicle's status and location.

All chauffeurs carry Nextel/Sprint cell phones that also function as two-way radios and pagers. Chauffeurs are trained to send specific shorthand status codes as they progress throughout the ride.

All vehicles carry a daily newspaper, like *The Wall Street Journal* or *The Financial Times*, as well as bottle water and umbrellas, in case of inclement weather.