

# Co-op NEWS

Produced by:



September 2012

## BACK-TO-SCHOOL

### *Driving tips to help keep our roads safe*

Dear Drivers,

*The temperatures are cooling down and children are filling the streets and sidewalks as they head back to school. Pedestrian accidents are the third highest cause of injury related deaths among Canadian children, and as drivers it is important to take a proactive role to ensure that the streets are safe for everyone. Passing a school bus or failing to obey a school zone crossing sign or speed limit is not only dangerous but brings high fines and demerit points.*

*At Co-op Cabs we are dedicated to road safety, so here are some important back-to-school safe driving tips:*

#### **Never pass in a school zone**

Passing another vehicle in a school zone is very dangerous. When you are passing another vehicle, drivers speed up, making it more difficult to safely stop for crossing children. It is also an unpredictable movement and children might not be expecting a car to be in a different lane.

#### **Observe the posted speed limits**

School zone speed limits are lower than regular roadway speed limits and tend to be around 30 km/hour in the City of Toronto. Children can be unpredictable and travelling at slower speeds helps drivers stop safely if a child unexpectedly crosses the street. Remember that school zone speed limits are enforced from dawn until dusk, when children are most likely to be out.

#### **Stop for school buses when its lights are flashing and pay extra attention**

Did you know 800,000 children travel on school buses every day in Canada? When approaching a stopped school bus, keep an eye out for excited and energetic children getting on or off. They may dart out into traffic or

may need extra time to cross the street. Be patient and make sure all children have crossed and the school bus has disengaged its lights before proceeding. You can be fined up to \$2,000 and six demerit points for failing to stop for a school bus, or even worse you could injure a little one.

#### **Obey crossing guards' instructions**

Crossing guards are there to ensure children can safely cross the road, so it's important to always obey their instructions. Children rely on crossing guards to stop traffic and keep them safe as they cross the road. There are serious consequences for drivers who do not comply with a crossing guard's directions.

#### **Expect the unexpected**

Children can be unaware of dangerous situations, so it's up to you to prevent one from arising. When travelling through a school zone or an area children frequent (such as parks or community centres) always be aware of where children are and where they might cross the street. Be mindful of children before school, at lunchtime and after school, as these are times when children are most likely to be out. Be on the lookout for children playing, as they are more likely to act unpredictably and enter the roadway when playing. Retrieving a lost ball or toy may cause them to make sudden movements or run into the street unexpectedly.

Thank You  
Peter Zahakos  
GM, Co-op Cabs



# The Importance of reuniting customers with lost belongings

Every day Co-op Cabs riders forget personal belongings in our vehicles. We ask that each driver remind customers to make sure they have all their belongings with them before exiting the cab. This will help to reduce the number of items customers are leaving behind and provide them with an overall better customer service experience. Remember, if a customer does leave a personal item in your cab, you are required to report it to dispatch with the time, date, destination/pickup location and name (if known) of the fare.

A lot of things can be forgotten in the backseat of cab and whether the item has a monetary value to it or not, personal belongings are valuable to the customer. If they leave without a belonging, they end up having to take time out of their busy lives to track down the missing item(s). Trying to locate belongings after they have departed from their driver takes our customers away from enjoying the things and people that matter to them, something we never want to see happen.

## Last line of defense

Also, if items are unable to be retrieved and returned, Co-op customers have not received the best possible customer service experience. It is up to drivers to be the last line of defense and give customers a helping hand to remember all their personal items.

At Co-op Cabs we strive to give top notch customer service and reuniting customers with their forgotten items is an important key to doing so.

This month some of our riders took to Twitter to thank us for returning their personal belongings that were left behind.

## A happy customer

After choosing Co-op Cabs to get her to her destination safely, Vanessa forgot her cellphone in the backseat. A vital personal belonging, Vanessa was overjoyed that she was able to be reunited with her cellphone and commented on Twitter: "Big shout out to @coopcabs & cab1696 who brought me back my phone that I left in their back seat! Great customer service. Thank you so much!"

## Prevent lost belongings

Reducing forgotten items is everyone's responsibility, including drivers. The best way to ensure that none of your customers forget important belongings is to ask if they have all their personal items before they exit the vehicle.

Remember, lost item reduction is everyone's responsibility and an important way to give Co-op customers the excellent service they have come to know and love us for.



## FROM THE BACK SEAT:

### *What our customers are saying about us*

Hello,

I'd just like to pass along praise for some over-and-above service from Co-op cabs tonight. At the end of a trying day (a flying visit to the Toronto area, a funeral, etc.), I found myself separated from my computer (confusion among various people driving to the service) and I needed to be reunited with it before I returned to Ottawa on the last flight. I haven't lived in Toronto in many years, but my company used to use Co-op Cabs when I lived/worked there in the 1980s, so I phoned and asked whether it was possible to have the computer picked up at a house in Toronto and brought to Pearson airport. Frankly, I thought it was going to be impossible and I was braced for a No.

Your dispatcher (name unknown, a woman) was professional and sympathetic, and figured out a way to make it work. My relief was already immense. But then your cab driver, Hamid, was even more spectacularly helpful -- organizing the pickup and drop-off in a way I can only describe as profoundly kind. He really didn't need to go to the trouble, but he did, despite several logistical challenges.

I will remember this kindness and professionalism for a long time. It had been a difficult day; your employees had no idea of that -- they just did their best to help out a customer. I can't tell you what this meant, and I wanted to make sure you knew you had some good folks working for you.

Gratefully,  
Susan Delacourt



## CO-OP'S GOT GREAT PEOPLE

### *Driver of the Month:*

September's Driver of the Month is Hamidreza (Hamid) Bagherzadeh Valouje, driver number 2391.

In 1997, Mr. Valouje came to Canada from his home country of Iran. Ever since his arrival in Canada 15 years ago he has worked in the customer service industry.

Four years ago, in 2008, Mr. Valouje joined the Co-op Cab team, and has proved to be an excellent addition. His years of experience in customer service positions has helped him understand the importance of going above and beyond for his riders in order to give them the best experience possible.

Mr. Valouje says that it's important to be nice to

everyone, no matter what the situation, since "you never know how you can help people."

He also believes that to be a good driver you have to like people and want to make them happy. It is because he genuinely enjoys working with people, talking to them and helping them that makes Mr. Valouje an excellent driver.

This month he helped deliver a forgotten laptop in a timely, friendly and professional manner. It is for his commitment to customer service that Mr. Valouje is this month's Co-op Cabs Driver of the Month.

Congratulations Hamid and thank you for doing a wonderful job representing Co-op Cabs.



## Metro Toronto Convention Centre

- Sep. 1-2, 2012 – Yu-Gi-Oh! Championship Series – North Building – PUBLIC
- Sep. 1-3, 2012 – 68th NACIVT – North Building – PUBLIC
- Sep. 6-7, 2012 – 1869952 Ontario Inc. o/a SSX Events – South Building – TRADE
- Sep. 8, 2012 – QS World MBA Tour – South Building – PUBLIC
- Sep. 9, 2012 – Earth Reform 2012 Awareness Campaign – North Building – PUBLIC
- Sep. 9-14, 2012 – IAM 38th Grand Lodge Convention – North Building – PUBLIC
- Sep. 15-16, 2012 – Brazilian Carnival Ball – South Building – PUBLIC
- Sep. 17, 2012 – Green Jobs Forum – North Building – PUBLIC
- Sep. 19, 2012 – Real REIT 2012 – North Building – TRADE
- Sep. 20, 2012 – Canadian Apartment Investment Conference – North Building – TRADE
- Sep. 20-23, 2012 – CHFA 2012 – North Building – TRADE
- Sep. 20-23, 2012 – RONA Spring Show 2013 – South Building – TRADE
- Sep. 23, 2012 – Udreka Zycia – North Building – PUBLIC
- Sep. 25, 2012 – New Grad Career Expo – North Building – PUBLIC
- Sep. 25, 2012 – Money Mobile Canada 2012 – South Building – TRADE
- Sep. 27, 2012 – Mobility Leadership Forum (mobibiz) – South Building – TRADE
- Sep. 28-29, 2012 – Study and Go Abroad Fair Fall 2012 – North Building – PUBLIC
- Sep. 28-30, 2012 – Ontario Universities Fair 2012 – South Building – PUBLIC

For all events at the MTCC, visit:

<http://www.mtccc.com/attendees/events.aspx>



## Tourism Toronto

Sep. 6, 2012 – Cirque du Soleil Amaluna – Port Lands

Sep. 19-23, 2012 – Canada's Walk of Fame Festival – Various venues downtown

# UPCOMING EVENTS

- Sep. 21-28, 2012 – JFL42 – Various venues city-wide
- Sep. 29, 2012 – Nuit Blanche – Various locations city-wide

For more events visit the Tourism Toronto website:  
<http://www.seetorontonow.com/Events.aspx>

## International Centre

Sep. 1-2, 2012 – South Asian Business Festival-Kondaddam – Consumer Show – Hall 4 & 5 Entrances



Sep. 5-6, 2012 – TOPS+2012 – Trade Show – Hall 1 Entrance

Sep. 7-9, 2012 – Toronto Star National Bridal Show – Consumer Show – Hall 5 Entrance

Sep. 8-9, 2012 – National Franchise & Business Opportunities Show – Consumer Show – Hall 6 Entrance

Sep. 9-10, 2012 – The Canadian Coffee & Tea Show – Trade Show – Hall 1 Entrance

Sep. 14-16, 2012 – Global Ayurveda Congress of Exhibition – Consumer Show – Hall 4 Entrance

Sep. 15-16, 2012 – Canadian Reptile Breeders & Exotic Pet Expo – Consumer Show – Hall 3 Entrance

Sep. 16, 2012 – Kismet Wedding Show – Consumer Show – Hall 1 Entrance

Sep. 16-17, 2012 – The National Pet Industry Trade Show – Trade Show – Hall 5 Entrance

Sep. 21-22, 2012 – CONSAC Imagemakers 2012 – Trade Show – Hall 5 Entrance

Sep. 25-26, 2012 – AmCon Design & Contract Manufacturing Expo – Consumer Show – Hall 5 Entrance

Sep. 25, 2012– Shop Metalworking Technology Insights 2012 – Conference – Hall 5 Entrance

Sep. 25-26, 2012– AM Expo – Trade Show – Hall 5 Entrance

Sep. 25-27, 2012 – E-TEC EATON Technical Education Conference – Trade Show – Conference Centre

Sep. 28-30, 2012 – Canada's Baking and Sweets Show – Consumer Show – Hall 5 Entrance

For more events visit the International Centre's website [www.internationalcentre.com/events](http://www.internationalcentre.com/events)

**Co-op News is published and distributed by Co-op Cabs, for the enjoyment of our members, drivers and staff.**

**If you have any questions, comments or would like to submit an article to the newsletter, please contact:**

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