

A million dollar lesson

A cab driver taught me a million dollar lesson in customer satisfaction and expectation. Motivational speakers charge thousands of dollars to impart his kind of training to corporate executives and staff. It cost me a \$12 taxi ride.

I had flown into Dallas for the sole purpose of calling on a client. Time was of the essence and my plan included a quick turnaround trip from and back to the airport. A spotless cab pulled up.

The driver rushed to open the passenger door for me and made sure I was comfortably seated before he closed the door. As he got in the driver's seat, he mentioned that the neatly folded Wall Street Journal next to me for my use. He then showed me several tapes and asked me what type of music I would enjoy.

Well! I looked around for a "Candid Camera!" Wouldn't you? I could not believe the service I was receiving! I took the opportunity to say,

"Obviously you take great pride in your work. You must have a story to tell."

"You bet," he replied, "I used to be in Corporate America. But I got tired of thinking my best would never be good enough. I decided to find my niche in life where I could feel proud of being the best I could be.

I knew I would never be a rocket scientist, but I love driving cars, being of service and feeling like I have done a full day's work and done it well. I evaluate my personal assets and... wham! I became a cab driver.

One thing I know for sure, to be good in my business I could simply just meet the expectations of my passengers. But, to be GREAT in my business, I have to EXCEED the customer's expectations! I like both the sound and the return of being 'great' better than just getting by on 'average'!"

Did I tip him big time? You bet! Corporate America's loss is the traveling folk's friend!