

PARTNER'S GUIDE



The activities presented in the brochure are based on real requests and concerns that would enhance the communication between management and drivers.

The activities are generic, and during the preparation and implementation, they should be tailored to fit the company image.



implemented by :



Promoting the Attractiveness
of the Driver Job Profile



INTRODUCTION

Our goal is to promote the image of the driver profile

While Intelmaq is raising awareness and promoting the attractiveness of the driver job profile, the project is presenting this brochure to companies to suggest activities that can be implemented in-house to promote the driver profile internally to maintain loyalty and enhance soft skills of existing drivers.

Therefore, these set of activities are recommended to be implemented regularly to enhance the communication between the management and the drivers, while building and maintaining the loyalty and trust of the drivers towards the company. These activities are designed to assist in promoting the driver profile internally. They are interactive and participatory communication and awareness activities that improve communication, team work, customer service, which leads to a stronger company image.

The content of this brochure has been developed based on a social marketing strategy designed to promote the attractiveness of the driver job profile. Intelmaq has been designed not only to promote the attractiveness of the blue collar jobs as a potential employment opportunity, but also to maintain the loyalty and trust of the exiting drivers to their employers.

Voice Box

Trust 4 Trust

Drivers' Club

The Room

Driver's Career

Drop for a Job

Be a Leader

Rep on the Road

Bring a friend

Drive with Style

Contract Awareness

Safe Driving

What is Trust 4 Trust?

It is a way to build trust and loyalty between the company and the drivers, where the driver is going to be part of events related to the company such as conferences, workshops, researches.

How can you implement Trust 4 Trust?

Management should decide on the activities and events where drivers can represent the company. An application form should be distributed, and interested drivers should apply to represent the company. The applied and approved ones should receive an awareness session prior to the event on company image, their role, and its importance to the company.

When do you implement Trust 4 Trust?

Throughout the year and according to the events' plan of the company.

Where would you implement Trust 4 Trust?

Depending on the venue of the event(s) chosen.

Why should you implement Trust 4 Trust?

It builds loyalty of driver towards the company, when they feel that they are being trusted to represent the company in major activities. Loyalty and trust is reflected in their work-style and thus helps in image building.

What is Voice Box?

It is a complaint box where drivers insert notecards with their complaints, comments, feedback, grievances and concerns. It is a way of communication between the drivers and their supervisors and managers.

How can you use the Voice Box?

Produce an attractive box, applying company branding, and mentioning "Express" as a slogan, where drivers and company blue-collar staff should be informed about this opportunity to write notes and complaints and insert them in the box. Supervisors should categorize requests, comments and complaints, and is recommended to be discussed on personal levels or in groups/staff meetings.

When do you apply the Voice Box?

It should be ongoing throughout the year.

Where would you put the Voice Box?

It should be placed in a visible location, at the supervisor office, or the HR department.

Why should you have the Voice Box?

It is a beneficial tool to reduce face-to-face communication with supervisors and management, and unregulated complaints and requests. It is a professional means of showing the drivers and blue collars that the company "cares" about their request and grievances. In the meantime it builds loyalty and trust from the drivers towards the management.

What is The Room?

It is a venue, either existing or established, that is furnished for drivers. It is a comfortable spot for drivers to wait for the job order, conduct meetings and sessions, and be used as a socializing area. It is considered the "office" for the drivers. It could be used as the venue where they pick up their job order and submit daily logs.

How can you use The Room?

It should be a room with a restroom facility and a serving kitchen. Management should announce and promote The Room as a venue that serves the drivers and their comfort especially during tough weather conditions.

When should you establish The Room?

It is a permanent venue.

Where would you have The Room?

The Room should be within proximity to the driver's vehicles.

Why should you have The Room?

It reflects the company's concern on the driver's comfort, and also the concept of the driver having an office develops, and maintains trust and loyalty from the drivers towards the company.

What is Driver's Club?

It is a program that provides different activities, benefits, and incentives. Drivers become members of the Driver's Club to participate in activities and be engaged with other drivers and reps for team building and social networking.

How can you implement Driver' Club?

Drivers apply to become members of the club, and receive membership cards. In the driver's club, separate activities could be implemented and members of the club could benefit from the program such as: Ramadan soccer tournaments, family day, free products from the company, giveaways, field visits, Pilgrimage and 'Omra tips, wedding support, garage sale, computer training, healthy and education support, and other extra activities and benefits being implemented by the company.

When should you implement Driver's Club?

It should be ongoing throughout the year, and separate activities be implemented within the club as per the yearly events plan.

Where would you implement Driver's Club?

The club in itself is a program, but depending on each activity within the program, the event will have its venue. Soccer: rent football courts; family day: park, hotel ball room, or company venue; field visits: cinema, park, zoo, amusement park. The activities should be announced and promoted prior to the event.

Why should you have Driver's Club?

Membership gives a sense of affiliation and loyalty. It builds trust and confidence between drivers and company. These activities reflect the care of the company to its drivers, and this program is an effective tool to illustrate the different benefits and incentives provided from the company.

What is Drop for a Job?

They are specialized booths within employment fairs targeting the driver profile. The aim is to promote the attractiveness of the driver profile through interactive promotional material.

How can you implement Drop for a Job?

An attractive booth should be designed and produced to promote the company; there should be visual aid and promotional material to promote the attractiveness of the job such as: a screen displaying interviews, success stories, a brochure/pamphlet that lists benefits, and an attractive banner.

When should you implement Drop for a Job?

An annual plan of the employment fairs should be available, so that HR managers would select the suitable events to participate in.

Where would you implement Drop for a Job?

At employment fairs; they could be specialized employment fairs for blue-collar jobs, or other employment fairs at NGOs, universities, and associations.

Why should you implement Drop for a Job?

On one hand, it helps in increasing the number of applicants to the specific job profile, where filtering and selection process would be simpler. On the other hand, it provides a pool of CVs of potential driver profile that is ready for the recruitment process.

What is "Bring a Friend"?

It is a one day event, where existing drivers invite one-to-two friends to attend one day of demos and practical training to see if they are qualified for the job profile. If they qualify, they apply for formal interviews.

How can you implement the "Bring a Friend"?

Companies announces a "bring a friend" day, where managers should communicate to the drivers through internal communication means such as, billboards, announcements, flyers, and encourage them to bring a friend as a potential hire for a demo day. "The friend" should have specific qualifications (set by the managers as per the profile needed). On the demo day, each participant will go through different phases and tasks of the "driver profile" responsibilities to show skills and qualifications. The ones who show potentiality are asked to fill applications for an official interview. The day starts with an orientation gathering of what the "bring a friend" is, and what is expected from each participant.

When should you implement "Bring a Friend"?

The "bring a friend" day could be implemented once every quarter, or should the company need immediate recruitment.

Where would you implement "Bring a Friend"?

The orientation session should be in a meeting room, and then the demo day should be conducted on site according to the tasks assigned.

Why should you implement the "Bring a Friend"?

It helps in enhancing and image building and credibility among existing drivers. Also a pool of potential applicants who are qualified and ready to start the job would be available when needed. It saves time, recruitment procedures, and effective word of mouth between existing drivers and their community.

What is Driver's Career?

This is an awareness session implemented within the company for drivers to understand their career path, and be engaged with the supervisors and management in a discussion regarding their career and future.

How can you implement Driver's Career?

Announce for the awareness session, and then drivers who want to attend should register. The session should be based on visual aid, where there are charts, posters, banners indicating the career path, where they start, and where they could be, as well as to promote the benefits of different job positions.

When should you conduct Driver's Career?

Upon recruitment; and it can be planned to take place quarterly.

Where would you implement Driver's Career?

In a meeting room within the company, size and setup of the room should be decided according to the number of registered participants.

Why should you conduct Driver's Career?

By implementing the awareness session drivers will be motivated for a better future at the company, and is an incentive for a better performance. When the driver sees their career path, there will be loyalty towards the company.

What is Rep on the Road?

It is a tour for the management to join the driver and experience their working day.

How can you implement Rep on the Road?

HR managers should announce the allocated days for the "Rep on the Road", and as employees to sign up for the day that suits their schedule. "Rep on the Road" should be promoted internally through posters on billboard, flyers, or through internal networking methods. And in parallel, drivers should receive an orientation session of why the management is doing this activity, and that the employees are volunteering hours to be "Rep on the Road".

When should you implement Rep on the Road?

This should be an ongoing activity, planned throughout the year, and according to schedule, employees could volunteer.

Where would you implement Rep on the Road?

This is an on-job activity, so the company employee should be accompanying the driver according to the work schedule.

Why should you conduct Rep on the Road?

It promotes the drivers internally; allows management to understand the working conditions of the drivers, and develops a relationship and loyalty between the drivers and the company employees.

What is Drive with Style?

Soft skills capacity building and training on different topics such as driving with etiquette; vehicle's environment: music, smoking, accessories; and overall driver's behavior.

How can you implement Drive with Style?

Two options are available for this activity. (1) Implement it in-house. (2) Recruit training centers to provide a tailored soft skills training for the drivers.

When should you conduct Drive with Style?

The training sessions should be conducted upon recruitment, as an introductory training session; and throughout the year for the existing drivers, if needed.

Where would you implement Drive with Style?

It should be implemented in a setup where participation and interactivity is accessible.

Why should you conduct Drive with Style?

Enhancing soft skills is beneficial for image building, loyalty, and improving overall communication and performance of the drivers.

What is Be a Leader?

It is where new recruits accompany existing drivers for on job training. Existing drivers should be a role model to new hires, and therefore they should be selected according to criteria to "be a leader"

How can you implement Be a Leader?

An announcement should be made to promote the "be a leader" activity, to encourage existing drivers to demonstrate outstanding performance to be selected as "a leader". Once there is a pool of "leaders" they are scheduled to participate in the "be a leader" activity with new hires.

When should you conduct Be a Leader?

Upon recruitment, and before new hires receive their first job order.

Where would you implement Be a Leader?

It is implemented in the location(s) according to the job order of the driver.

Why should you conduct Be a Leader?

There are three main reasons why this activity is important. (1) It provides an on the job training for new hires to practice and experience a job order with one of the outstanding existing drivers. (2) Enhances soft skills of existing drivers such as communicating with colleagues, and team building, (3) builds trust and loyalty between existing drivers and company.

What is Safe Driving?

It's a course for safe driving, theoretical and practical, to enhance the driving skills of the drivers.

How can you implement Safe Driving?

Recruit special safe driving training centers to tailor a course according to the company and the driver's activities. The theoretical part should be interactive through videos and cases. It is important that the drivers receive certificates at the end of the training course.

When should you conduct Safe Driving?

The course should be given to drivers upon recruitment, then to existing drivers throughout the year, regularly, to learn safe driving measures.

Where would you implement Safe Driving?

The theoretical part would be in a meeting room, and the practical part would be on the job tasks to receive hands-on experience.

Why should you conduct Safe Driving?

It improves the driving skills, avoid accidents, raises awareness among drivers on safety measures, and it enhances the overall image of the company.

What is Contract Awareness?

It is an awareness session to discuss and explain the contracts, its clauses, and understand the difference between gross versus net salaries, as well as their benefits.

How can you implement Contract Awareness?

These sessions could be conducted in two ways (1) the HR manager should address the new hires (2) a lawyer would explain the contracts in simple ways. In both cases the session should depend on visual aid such as charts, or images to facilitate the communication and explanation process with the drivers.

When should you conduct Contract Awareness?

During the recruitment process.

Where would you implement Contract Awareness?

In a meeting room.

Why should you conduct Contract Awareness?

This activity is beneficial as it reduces post-contract misunderstanding; it shows to the drivers that the company cares about explaining their rights and benefits. Raising awareness on such topics will enhance their administrative skills and understand the policies and procedures of the company.