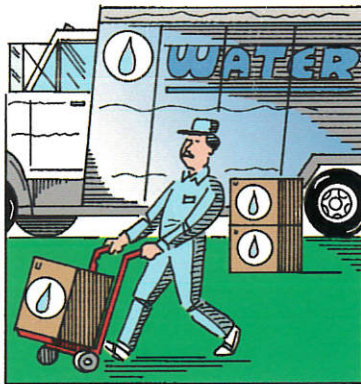
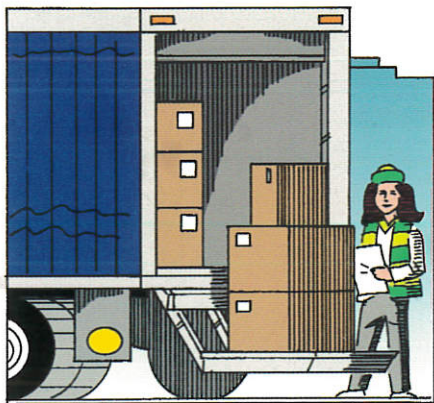
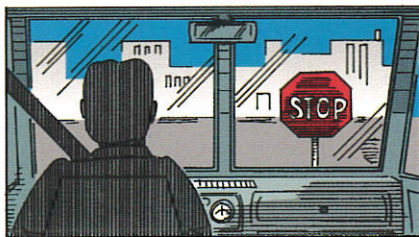


Keller's Route and Delivery Driver's Safety Handbook



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Library of Congress Catalog Card Number:
00-110396

ISBN: 1-57943-890-3

Canadian Goods and Services Tax (GST)
Number: R123-317687

Printed in the U.S.A.

First Edition, First Printing

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Customer Service

Today's business world is highly competitive. In many cases, there is more than one company that can provide a specific product or service. Excellent customer service can set your company ahead of the rest. Your attention to customer service can make a difference in your company getting or keeping a client's business.

In this chapter, we will discuss personal conduct and appearance, respect for the customer's property, and techniques for dealing with angry customers.

Conduct at Your Company

How you, your co-workers, and your supervisors work together can make a big difference when it comes to accurate and on time delivery of products. Good internal customer service can improve your company's profitability and productivity, as well as enhance your company's reputation.

Attitude. A positive attitude is the most important tool you can bring to the job. If you have a poor attitude you will probably fall into some bad driving or customer service habits.

A good delivery driver is one who has a positive attitude, is willing to learn, and can communicate and work well with others.

Communication. A good working relationship with your co-workers, including keeping lines of communication open, is important. Get to know your co-workers. Be on a first name basis with those you deal with directly (dispatchers, warehouse workers, etc.).



Be a good listener. If you aren't sure you understand a supervisor's or dispatcher's directions, ask before leaving your company or repeat the directions to make sure you and the supervisor or dispatcher understand the same message. •

Check all paperwork *before* you leave the company. It is better to have a question or problem resolved when the people involved are able to look at the paperwork.

Courtesy. Manners go a long way in building a good professional relationship. There are several things you can do in helping build a professional relationship:

- Be even tempered. Never take your frustrations out on a co-worker.
- Watch your language. The business environment is not the place for colorful or profane language.
- Thank or compliment a co-worker on a job well done. The more efficient your co-workers are, the more efficient you are in your job.

Personal Conduct

In this day and age of high-tech communication, the majority of contact between a business and a customer is made via phone, fax, or computer. Often, you, the delivery driver, are the only representative of a company the customer deals with face-to-face.

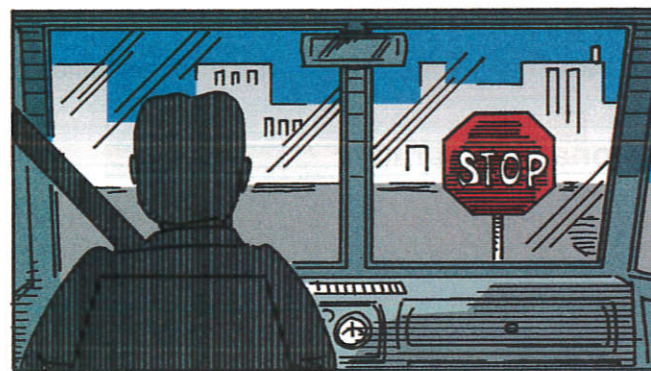
When making a delivery, you are representing your entire company. How you look, behave, drive, and deal with people are all taken into account.

Courtesy Behind the Wheel

Look at your vehicle as a rolling advertisement for your company. In many cases, the company's name is displayed on all four sides of the vehicle. Anyone who comes in contact with the vehicle will come away with an impression of the company the vehicle represents. Good driving habits are top priority. This includes:

- Following posted speed limits.
- Maintaining a safe distance between vehicles.
- Making sure there is a clear path when changing lanes.
- Making sure there is adequate space to safely pass.
- Giving early warning when planning to turn. Don't use the vehicle's size to intimidate other drivers.
- Being courteous when using high-beam headlights — don't blind other drivers.
- Being aware of other drivers, vehicles, and the flow of traffic when stopping your vehicle. Try not to cause visibility or movement problems for other vehicles.

Remember, operate safely, legally, and courteously. Stay calm and act professional. Negative reactions can make a situation unsafe.



Punctuality

Be on time. The customer is probably setting his/her work schedule around your arrival time.

If you are going to be late, you or your dispatcher should make a short phone call to the customer letting him/her know you will be late. This can save a lot of time and problems for both you and your customer.

Courtesy

Be polite and friendly when dealing with customer personnel. Never take out your frustrations on, or argue with, the customer.

Be honest with the customer. If you can't answer his/her question, assure the customer that you will check with your company and report back with the answer. Once you have the answer to the customer's question, promptly share the answer with him/her.

A customer's impression of you can lose or gain business for your company. Make every effort to be courteous at all times.

Know Your Company's Services

Follow company rules in handling cargo and documentation. Also, know your company's procedure for dealing with freight problems. A prompt solution is good customer service.

Be aware of what types of services your company offers. Customers may ask if your company can handle a certain type of shipment, deliver to a specific area, or carry a specific product.

Professional Appearance

Often, the first impression is a lasting one when it comes to customer relations. Vehicle and personal appearance are important factors when it comes to first impressions.

Vehicle appearance. Your vehicle should be clean and well maintained. A dirty vehicle, loose tarp, or dragging chains all send the message that you don't care about your job. Use your pre-trip inspections and other inspections to ensure that your vehicle is in good shape.

Personal appearance. Neatness counts. Remember, in many cases you are the only contact the customer has with your company.

Your clothes should be clean, free of wrinkles, and appropriate for the workplace. Your hair should be neat and if you have a beard or moustache, keep it trimmed.

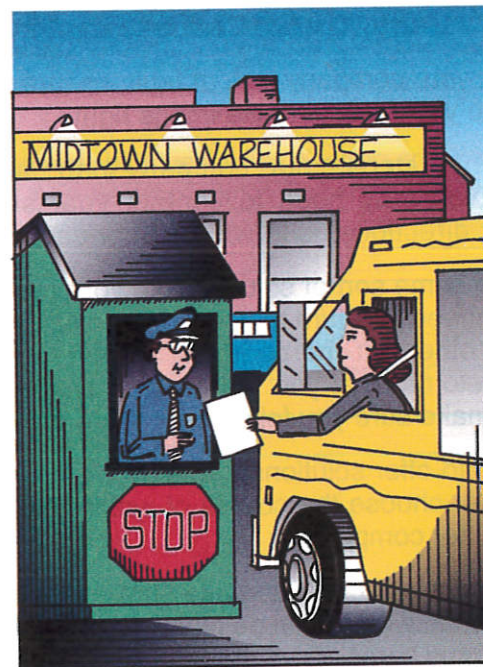
Respect for Customer's Property

Always respect your customer's property. Put yourself in your customer's shoes. Think about how you would feel if a driver making a delivery to your home tracked dirt on your carpeting or broke a window.

Make all deliveries as you would like deliveries made to your home.

Handle all cargo carefully. No one wants to see their order mishandled.

Respect the requests of your customer. Make every effort to follow the rules of the company where you are making the delivery. Be aware of special delivery or pick-up instructions.



Use extra caution when driving on your customer's property. Watch for low telephone and power lines as well as porches, overhangs, steps, and loading docks that stick out from buildings.

Use the same care when driving on a customer's property as you would on other roads. Follow posted directions. Don't speed and watch for pedestrians.

Angry Customers

When a customer is angry, how you handle the situation can make or break your company's relationship with the customer.

Do not take a customer's anger personally. Focus your energy on fixing the problem that caused the customer's anger. Be courteous and remain calm. This will help you think clearly.

Apologize for the situation, even if it isn't your fault. You don't have to take blame for the situation, but do apologize for the situation.

Express your concern that things didn't go as planned, but never be patronizing. An angry customer wants to know that you care.

Even if you or your company isn't at fault, assure the customer that you will do your best to make things right.

Determine what steps your company can take to make things right. You may need to contact your supervisor for advice and/or directions as to what can or cannot be done.

Try to come to some sort of solution with your customer before leaving. If you need to return to your company to work with your supervisor or others at the company to correct the problem, assure the customer that you will contact him/her as soon as possible and make sure you follow up on that promise.

If you are able to offer solutions to the problem before leaving, let the customer choose the course of action that is most convenient for his/her company.

Follow up with the customer to make sure the course of action you both agreed to worked out as planned. Following up shows that your company cares about the customer and wants to continue a positive business relationship.

Driver _____
Instructor _____
Date _____
Location _____

Customer Service Review

1. Excellent customer service is important to your company's success.
 - a. True
 - b. False
2. Good internal customer service can:
 - a. Improve your company's profitability
 - b. Improve your company's productivity
 - c. Enhance your company's reputation
 - d. All of the above
3. How you look, behave, and drive has little to do with good customer service.
 - a. True
 - b. False
4. You should view your vehicle as a rolling advertisement for your company. Anyone who comes in contact with the vehicle will come away with an impression about your company.
 - a. True
 - b. False
5. Because you are dealing with many customers and can easily fall behind schedule, it isn't necessary to inform a customer if you are going to be late.
 - a. True
 - b. False

6. Respecting your customer's property means:
 - a. Ignoring special pick up or delivery instructions
 - b. Arriving with your delivery when it best fits into your schedule
 - c. Making deliveries as you would like deliveries made to your home
 - d. All of the above
7. Use the same care when driving on a customer's property as you would on other roads.
 - a. True
 - b. False
8. When a customer is angry, how you handle the situation will have little to no impact on your company's relationship with the customer.
 - a. True
 - b. False
9. When a customer is angry, you should:
 - a. Take the anger personally
 - b. Take blame for the situation
 - c. Assure the customer that you will do your best to make things right
 - d. All of the above
10. Follow up with an angry customer is an important step to continuing a positive business relationship.
 - a. True
 - b. False