

CONCIERGE · OPERATING STANDARD 111

# The Hotel Car Standard

## WHO

Hotel and partner drivers, checked by the head concierge

## WHEN

Every ride in a hotel car, or a car or boat booked through the desk

## YOU NEED

A clean car, water in glass bottles, the job sheet, a hands-free phone kit

## TIME TO TRAIN

45 minutes, with one ride driven beside the head concierge

## What this standard achieves

Every guest who rides in a car the hotel sends gets the same welcome as at the desk: the door opened, water offered without plastic, the temperature and music set as they like, and a calm, safe drive. Partner drivers follow the same rules, so the guest cannot tell where the hotel's own fleet ends.

## Measured by

01 Car checked inside and out before every ride

02 Driver at the pickup point 10 minutes early

03 Door opened and closed for the guest at every stop

04 Water offered in glass or reusable bottles, no plastic

05 Temperature asked within the first minute

06 Music only if the guest wants it, at low volume

07 Journey time told to the guest before the car moves

08 Phone used hands-free only, never held while driving

09 Partner drivers given these rules in writing

10 Every ride logged with times and the guest's comments

## PHASE 1

## Prepare the car

STEPS 1–5

- 01 Before every ride, check the car outside and in: bodywork washed, windows clean, seats and mats vacuumed, boot empty, and no smell of food, smoke or strong air freshener.
- 02 Stock the car with still and sparkling water, chilled, in glass or reusable bottles (local or filtered where you can), glasses or cups that are not plastic, tissues, sanitising gel and cool towels.
- 03 Check the universal charger works, the Wi-Fi is on if the car has it, an umbrella is in the boot, and child seats are fitted if the job sheet asks for them.
- 04 Read the job sheet: the guest's name and how to say it, pickup time and place, destination, bags, language, mobility needs and any occasion. Check the route and the traffic 30 minutes before.
- 05 Pair the hands-free kit and set the navigation before the engine starts. Once the car moves, the driver does not touch the phone again until it stops.

## PHASE 2

## Meet the guest

STEPS 6–10

- 06 Check yourself against The Presence Standard before the pickup: uniform or dark suit, name badge, hands, shoes. Arrive 10 minutes early and park where the guest can see the car.
- 07 Wait by the rear kerbside door. Greet the guest by name and introduce yourself with your first name and the hotel's name.  
*"Good morning, Mr Al-Harbi. I'm Karim, your driver from [hotel name]."*
- 08 Open the rear door, hold it until the guest is seated with coat and bag inside, and close it gently. Load the bags yourself and count them aloud with the guest.
- 09 Before the car moves, tell the guest the destination and the journey time you expect today, with the reason if traffic will make it longer.  
*"We'll be at the airport in about 40 minutes, a little longer if the ring road is busy."*
- 10 At an airport arrival, the meeting in the hall follows The Airport Transfer Standard. This standard takes over at the car door.

## PHASE 3

## Settle the guest

STEPS 11–14

- 11 Within the first minute, offer the water and a cool towel, saying what there is and where it is.

*"There's still and sparkling water beside you, and a cool towel if you'd like one."*

- 12 Ask about the temperature and set it at once. Ask again later if the guest looks warm or cold.

*"Is the temperature comfortable for you, or shall I make it a little cooler?"*

- 13 Ask whether the guest would like music or quiet. If music, ask what kind, keep it low, and turn it off for any call the guest takes.

*"Would you like some music, or would you prefer it quiet?"*

- 14 Point out the charger and the Wi-Fi once, then let the guest decide whether to talk. Answer questions fully; never raise politics, religion, other guests or the hotel's business.

## PHASE 4

## Drive safely

STEPS 15–19

- 15 Before moving, check that everyone has a seat belt on. Drive within the speed limit and smoothly enough for a guest to read or sleep: no sharp braking, no weaving between lanes.

- 16 Use the phone only through the hands-free kit, and only for the desk or the guest. Never read or send messages while the car moves; pull over somewhere safe first.

- 17 No eating, smoking or vaping in or beside the car, and no personal calls while a guest is on board, even on the hands-free kit.

- 18 If you will be more than 10 minutes late, tell the guest calmly with the new time, and call the desk hands-free so whoever is waiting is told.

*"There's an accident ahead, Mrs Tanaka. We'll arrive at about 20:15, and the desk is letting the restaurant know."*

- 19 If the guest asks to stop, find a safe place within a few minutes and say where you are stopping and for how long you can wait there.

## PHASE 5

## Arrive and hand over

STEPS 20–23

- 20 Stop as close to the entrance as is safe, get out first and open the guest's door. If it is raining, hold the umbrella over them to the door.
- 21 Unload the bags, count them aloud with the guest, and hand them to the door team or the venue. Check the seats and footwells for phones, glasses and bags before you drive off.
- 22 If a return is booked, give the guest the pickup time and place and a card with the desk's number.  
*"I'll be here at 22:30 for your return, Mrs Tanaka. The desk's number is on this card."*
- 23 Call the desk once the guest has been dropped off, with the time and anything to pass on: a request, a change of plan, a comment about the day.

## PHASE 6

## Partner cars and boats

STEPS 24–27

- 24 Send these rules in writing to every partner car and boat company as part of The Partner Standard: the door, water without plastic, temperature and music asked, the phone hands-free only, and the desk called first.
- 25 Each partner driver confirms in writing that they have read the rules before their first job, and receives the job sheet 24 hours ahead with the guest's name and how to say it.
- 26 Once a month, the head concierge checks one partner car at pickup without notice, or rides with the driver, and scores it against this standard in the partner file.
- 27 After every partner ride, ask the guest about the car and the driver the same day and log the answer. Two weak reports in a season pause the partner, as The Partner Standard sets out.

## PHASE 7

## After the ride

STEPS 28–30

- 28 Log the ride: times out and back, the guest dropped off, distance, fuel or charge, and anything the guest said or asked for, so the preferences reach the profile.
- 29 Reset the car straight away: bottles replaced, bin emptied, seats checked, towels and tissues restocked. The car is ready for the next ride within 30 minutes.
- 30 Report any damage, warning light or fault to the head concierge the same day. A car with a fault carries no guest until it is fixed.

## What to record

### The car

- ☐ Plate and driver
- ☐ Clean inside and out: yes or no
- ☐ Water, towels and charger stocked
- ☐ Child seats fitted as asked

### The job

- ☐ Guest's name and how to say it
- ☐ Pickup time and place
- ☐ Destination and expected journey time
- ☐ Bags and mobility needs

### On board

- ☐ Temperature asked and set
- ☐ Music: yes and which kind, or quiet
- ☐ Water and towel offered

### Times

- ☐ Arrived at the pickup
- ☐ Left with the guest
- ☐ Guest dropped off
- ☐ Return time agreed

### Guest notes

- ☐ Preferences to keep in the profile
- ☐ Requests passed to the desk
- ☐ Comments on the car or the driver

### Partners

- ☐ Rules sent and confirmed in writing
- ☐ Last spot check, with the date
- ☐ Guest feedback after each ride

## When the situation changes

### The guest wants to sit in front

Open the front passenger door instead and move the seat back for them. Offer the rear seat once; never insist.

### The guest takes a phone call

Turn the music off and drive quietly. Never join in, answer what you overhear, or repeat any of it at the hotel.

### The guest asks you to drive faster

Say calmly that you will keep to the limit, give the expected arrival time, and call ahead hands-free to whoever is waiting if the guest will be late.

### The guest feels unwell

Stop somewhere safe, offer water and fresh air, and call the desk hands-free. If it is serious, call the emergency number first. See The Doctor on Call Standard.

### A child arrives with no child seat

Do not drive off. Fit a seat from the hotel's stock or ask the desk for a car that has one, and tell the guest the delay in minutes.

### A partner car has plastic bottles

Swap them for the hotel's glass bottles at the door if there is time, note it in the partner file, and raise it with the partner the same day.

## Common mistakes

### MISTAKE

Waiting in the driver's seat while the guest opens their own door. The welcome the hotel gave at the desk ends at the kerb.

### MISTAKE

Leaving the radio on the driver's own station. The guest spends 40 minutes with music they didn't choose, too polite to ask.

### MISTAKE

Glancing at messages at a red light. The guest sees it, and stops trusting the rest of the drive.

### MISTAKE

Handing over a warm plastic bottle from the boot. The guest notices the plastic and the temperature, and wonders what else was skipped.

### MISTAKE

Setting the air conditioning for a driver in a suit. A guest in summer clothes is cold for the whole journey.

### MISTAKE

Giving partner drivers the rules once, by phone. Six months later nobody at their company remembers them.

## Check your team

After training (45 minutes, with one ride driven beside the head concierge), each person answers these without the sheet.

01 What does the car hold before every ride, and what are the bottles made of?

02 What do you offer and ask in the first minute of the ride?

03 When may the driver use the phone, and how?

04 What does the driver tell the guest before the car moves?

05 What do you check before driving away after dropping a guest off?

06 How do partner drivers receive these rules, and how are they checked?

## The Car Before Every Ride

Thirteen checks the driver makes before the engine starts. A car that fails one waits until it passes.

- ☐ Bodywork washed, windows clean inside and out
- ☐ No smell of food, smoke or strong freshener
- ☐ Glasses or cups, none of them plastic
- ☐ Universal charger working, Wi-Fi on
- ☐ Child seats fitted if the job sheet asks
- ☐ Job sheet read, guest's name practised aloud
- ☐ Fuel or charge enough for the ride and back
- ☐ Seats and mats vacuumed, boot empty
- ☐ Water chilled, in glass or reusable bottles
- ☐ Cool towels, tissues and sanitising gel
- ☐ Umbrella in the boot
- ☐ Hands-free kit paired, navigation set
- ☐ Route and traffic checked 30 minutes before

### How to use this with your team

The head concierge reads the list with each driver on Monday. For two weeks one car a day is checked at random before it leaves, and anything missed is named at the next briefing. A copy goes in every glove box.

Part of the DolceVita Standards Library: free operating standards for every department of the hotel, at [dolcevitahospitality.com/free-resources](https://dolcevitahospitality.com/free-resources).