



**Swift!**

# **PROFESSIONAL CONDUCT GUIDE**



[www.swiift.co.za](http://www.swiift.co.za)

# SWIFT! PROFESSIONAL CONDUCT GUIDE

## INTRODUCTION

This Professional Conduct Guide outlines the standards and expectations for all drivers operating on the Swift! platform. Adhering to these guidelines ensures a positive experience for passengers, maintains Swift!'s reputation for quality service, and helps build a sustainable business for yourself as a driver.

## CORE VALUES

As a Swift! driver, you represent not only yourself but also the Swift! brand. We expect all drivers to embody our core values:

- **Safety First:** The wellbeing of passengers and road users is our highest priority
- **Professionalism:** Maintain the highest standards of conduct and service
- **Respect:** Treat all passengers with dignity, courtesy, and cultural sensitivity
- **Reliability:** Be dependable and consistent in service delivery
- **Integrity:** Act honestly and ethically in all aspects of your work

## PROFESSIONAL APPEARANCE

### Personal Presentation

- Maintain a neat, clean appearance with appropriate attire
- Practice good personal hygiene, including fresh breath and minimal fragrances
- Wear comfortable, professional clothing suitable for long periods of driving

### Vehicle Presentation

- Keep your vehicle clean inside and out
- Ensure your vehicle is free of personal items, trash, and clutter
- Maintain a neutral, pleasant odor (avoid strong air fresheners)
- Regularly check that seat belts, door handles, and other passenger touchpoints are clean and functional

## PASSENGER INTERACTIONS

### Greeting and Communication

- Greet passengers by name when they enter your vehicle

- Confirm the destination before starting the journey
- Ask passengers if they have a preferred route
- Maintain appropriate, professional conversation
- Respect passengers who prefer silence or are occupied with work/calls

### **Respect for Privacy**

- Avoid personal questions or discussions about sensitive topics
- Maintain passenger confidentiality—do not discuss other passengers
- Never take or share photos of passengers
- Respect passenger privacy regarding their destinations and purposes

### **Cultural Sensitivity**

- Be aware of and respectful toward different cultural backgrounds
- Avoid assumptions about passengers based on appearance or destination
- Be mindful of religious observances that may affect passenger needs

## **DRIVING STANDARDS**

### **Safety Practices**

- Always obey all traffic laws and speed limits
- Never use your mobile phone while driving except for navigation via a secure mount
- Maintain an appropriate distance from other vehicles
- Drive smoothly, avoiding sudden acceleration, braking, or turns
- Ensure all passengers are wearing seatbelts before commencing the journey

### **Navigation and Routes**

- Be familiar with major routes, landmarks, and areas of operation
- Use the Swift! App for navigation to ensure accurate fare calculation
- Be prepared with alternative routes in case of traffic or road closures
- Avoid unnecessarily long routes unless requested by the passenger

### **Special Circumstances**

- Be accommodating to passengers with disabilities or special needs
- Assist with luggage when appropriate
- Understand how to safely transport passengers with service animals
- Know how to handle emergency situations according to Swift! protocols

## **CUSTOMER SERVICE EXCELLENCE**

### **Going Above and Beyond**

- Offer assistance with doors and luggage when appropriate
- Keep small amenities like tissues or phone charging cables available
- Be knowledgeable about local attractions and services to assist tourists
- Anticipate passenger needs (temperature, music, conversation)

## **Handling Difficult Situations**

- Remain calm and professional if passengers are upset or intoxicated
- Never engage in arguments or confrontations
- Use de-escalation techniques if needed
- Contact Swift! support immediately in problematic situations
- Know when to politely end a ride for safety reasons

## **Receiving Feedback**

- View feedback as an opportunity to improve your service
- Respond professionally to constructive criticism
- Maintain a growth mindset and willingness to adapt
- Regularly check your ratings and passenger comments

# **LEGAL AND ETHICAL COMPLIANCE**

## **Legal Requirements**

- Maintain valid licensing and permits as required by local regulations
- Ensure your vehicle meets all safety and roadworthiness standards
- Comply with all transportation and traffic laws
- Report accidents or incidents according to legal requirements and Swift! policies

## **Ethical Practices**

- Never discriminate against passengers based on race, gender, sexuality, religion, or disability
- Charge only the approved Swift! rates—never negotiate separate fares
- Report lost items left in your vehicle promptly
- Be truthful in all communications with passengers and Swift!

## **Confidentiality**

- Maintain confidentiality regarding passenger information
- Never share passenger personal details with third parties
- Secure any passenger data you may have access to

# **SWIFT! PLATFORM GUIDELINES**

## **App Usage**

- Keep the Swift! App updated to the latest version
- Ensure your profile information and photo are current and accurate
- Respond promptly to ride requests
- Follow the proper procedures for starting and ending trips

## **Accepting and Completing Rides**

- Only accept rides you can complete
- Arrive at pickup locations promptly
- Wait the designated time for passengers
- Follow the proper procedure for cancellations when necessary
- Complete all rides in the app once passengers have reached their destination

## **Communication with Swift!**

- Respond promptly to communications from Swift!
- Report any issues with the app or platform in a timely manner
- Provide constructive feedback through appropriate channels
- Stay informed about policy updates and new features

# **HEALTH AND SAFETY PROTOCOLS**

## **Vehicle Safety**

- Conduct regular maintenance checks of your vehicle
- Ensure all safety features are functioning properly
- Keep appropriate safety equipment in your vehicle
- Address any mechanical issues promptly before accepting rides

## **Personal Wellness**

- Ensure you are well-rested before driving
- Take regular breaks during long shifts
- Stay hydrated and maintain proper nutrition
- Never drive under the influence of alcohol, drugs, or medications that impair driving

## **Emergency Preparedness**

- Know how to access emergency services
- Have a basic first aid kit in your vehicle
- Understand Swift!'s emergency procedures
- Know how to use the in-app emergency assistance feature

# PROFESSIONAL DEVELOPMENT

## Continuous Improvement

- Regularly review your passenger ratings and feedback
- Identify areas for improvement in your service
- Stay updated on best practices in passenger transportation
- Seek opportunities to enhance your driving and customer service skills

## Knowledge Enhancement

- Expand your knowledge of local areas, attractions, and events
- Stay informed about road conditions and traffic patterns
- Learn about special events that may affect demand and traffic
- Understand cultural nuances of your operating area

# CONSEQUENCES OF POLICY VIOLATIONS

Failure to adhere to the standards outlined in this Professional Conduct Guide may result in:

- Reduced passenger ratings
- Fewer ride opportunities
- Temporary suspension from the Swift! platform
- Permanent deactivation in cases of serious or repeated violations
- Potential legal consequences for violations of law

# COMMITMENT TO EXCELLENCE

By driving with Swift!, you are joining a community dedicated to providing safe, reliable, and high-quality transportation. Your commitment to these professional standards not only enhances the passenger experience but also contributes to your success as a driver and the overall reputation of the Swift! platform.

Remember that every interaction is an opportunity to demonstrate excellence and build a positive reputation that will benefit your business in the long term.

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*This Professional Conduct Guide is subject to updates and revisions. Drivers will be notified of significant changes through the Swift! App.*

*Last Updated: April 2025*