



## A Successful Bus Driver School

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# The need for Bus drivers in Sweden

# 7300

bus drivers need to be employed in Sweden by 2020!

In the bigger cities like Stockholm and Gothenburg there is a need for a significant proportion of the those drivers.



# We needed to find the most service minded bus drivers!

- More and more of our contracts have a large share of bonus/penalty – based of several parameters. One important parameter that is evaluated, is the service level that the drives give.
- The bus driver role includes so much more than driving the bus
- We needed to find the most service minded bus drivers!



# New target group – a change of career!

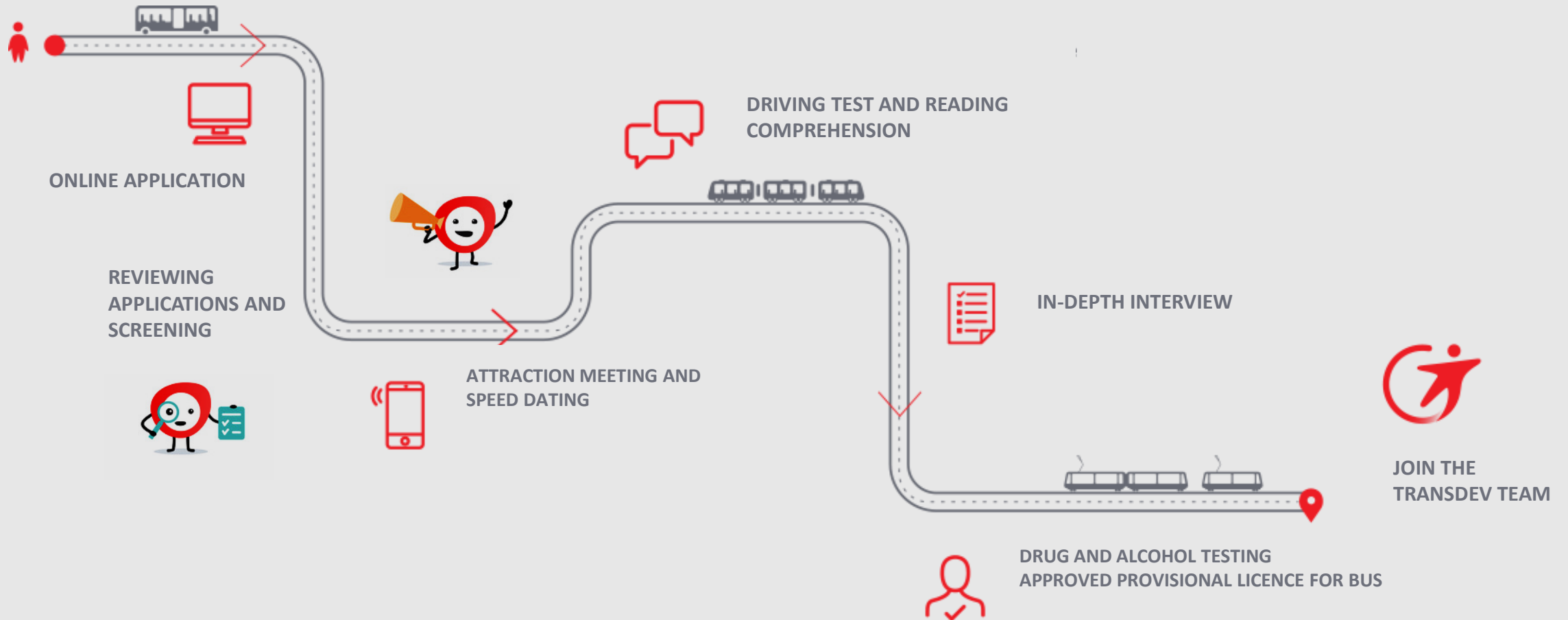
## Target group

- people who was already employed
- people already having a service profession
- people interested in a new career

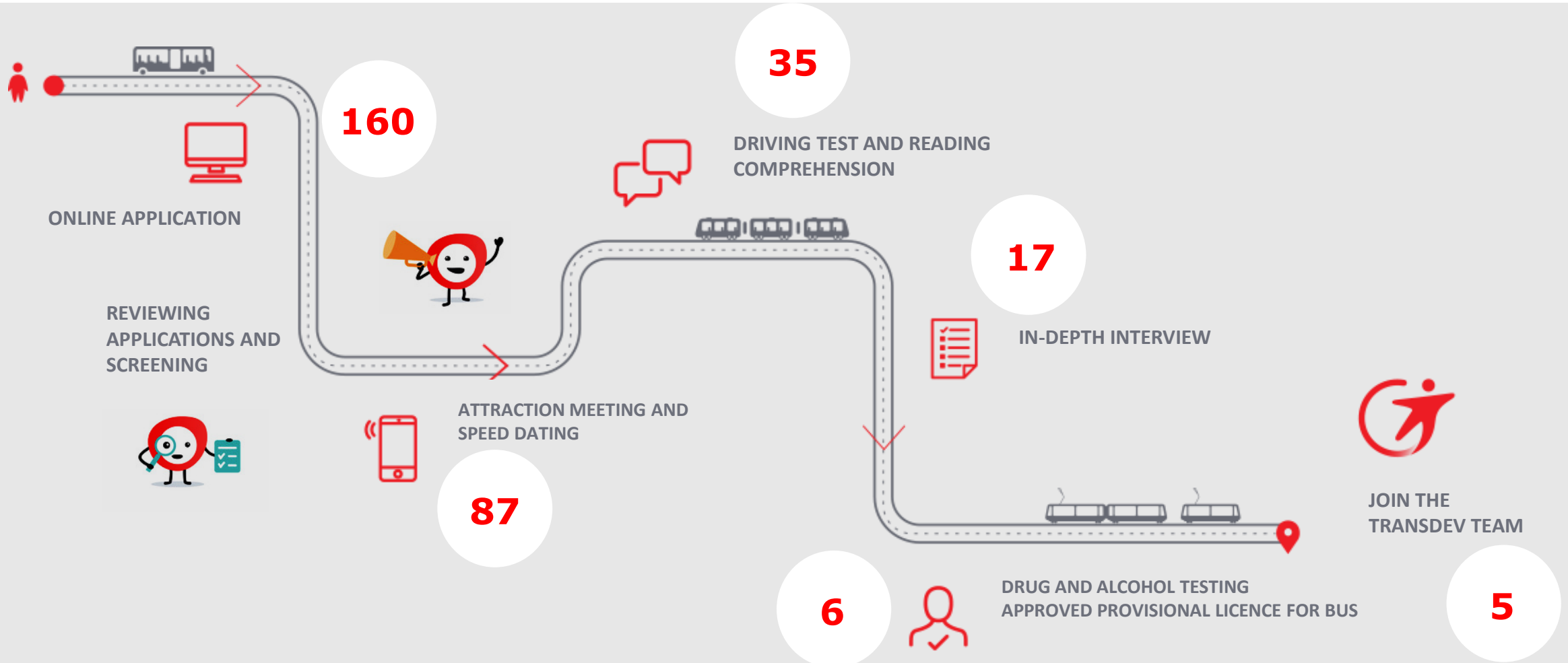
**After finding the right people** Transdev train them to become bus drivers. **We offer:**

- A change of career
- a ten week long training – fully paid – to become a bus driver (with a bus driver license)
- an employment at Transdev as a bus driver
- excellent colleagues in a good work environment.

# Recruitment process



# Recruitment process



## Det goda kundmötet – “The good customer meeting”



# The first class of Transdevs Bus Drivers School



# The coming Transdev Bus Driver School

## **Our future colleagues:**

- people who was already employed
- people already having a service profession
- people interested in a new career

## **Our target groups:**

- Females
- Specific job areas: i.e. assistant nurse, shop sales person, hotel employees
- Friends of our colleagues

# Questions?





**Thanks for your attention!**

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