

CONFIDENTIAL AND INTERNAL ONLY

New pre-payment system update – 4th July 2020

As per the communication on 26th June, please see below the important changes we are making to the new pupil booking system and the pupil promotion :

- We are removing the “*First Hour Free*” promotional offer across the driving school and establish a comprehensive pupil pre-payment system for all new learners, nationwide, from 4th July.
- From 4th July, all new students sent to you will have prepaid for their initial driving lesson(s) in advance.
- Prepayment will only be for the first time a student books in with Bill Plant Driving School.
- Subsequent driving lessons will all be arranged directly between the instructor and pupil from both a diary and monetary perspective.
- Any pupils that you self-source, do not need to pre-pay through the Bill Plant Driving School Bookings Team.

Booking in students

The booking process remains mostly the same, but with minor variations. New student details will be sent to you via the normal channels, text and email, however at the bottom of the text and email it will now state, for example, "Pupil has prepaid - 10 for £260".

Upon receiving this text and accompanying email - **please contact the student at the earliest convenience** to get them booked into your diary.

If you can book them in, you must ensure that you let the Bill Plant Driving School Customer Service Team know.

This can be done by simply replying to the text you will have received with your student's details stating the pupil's full name (this can be copied from the text you will have received) and the word BOOKED. Upon your confirmation, we will process the payment into your account within 3 business days.

If you can't book them in (e.g. the student's availability doesn't match yours), you must ensure that you let the Bill Plant Driving School Customer Service Team know immediately.

This can be done either by replying to the text you will have received with your student's details stating the pupil's full name (this can be copied from the text you will have received) and the word REALLOCATE. We will then pass the pre-paid student to the next available instructor.

Once the first prepayment has been made, their contact details sent over to you and driving lessons arranged and taken, you may provide students your own block booking deals subsequently and continue arranging lessons with them directly.

Prepayment Offers

As stated during the communication on 26th June, Bill Plant Driving School's new prepayment system does incur a £10 charge per new pupil prepayment, however in all cases, this has been structured so that financially you will be gaining regardless of your offers.

The charge covers the direct increased cost of our pupil marketing activity, our investment into the booking system and the hiring and training requirements for building out our Pupil Bookings Team.

For those with specific scheduling requirements (e.g. if only 1.5-hour lessons), we will be in touch directly to facilitate your pricing.

Please see the breakdown of applicable prices and offers (relative to the £27.50 RRP):

- One-hour lesson. Full price.
 - Pupil pays: £27.50 (£29.50 for automatic)
 - You receive: £17.50 (£19.50 for automatic)
- Offer One. 50% off the first lesson as part of a 2-hour lesson.
 - Pupil pays: £41.25 (£44.25 for automatic)
 - You receive: £31.25 (£34.25 for automatic)
- Offer 2 - 5 hours for £99 (**changed from 6 hours for £99 – this offer is opt in/opt out**)
 - Pupil pays: £99
 - You receive: £89
- Offer 3 - X hours for £X
 - We will simply add £10 to your existing block booking deals! E.g. If you offer “10 for £250” we will simply promote “10 for £260” for their initial booking. You may change your block booking deals if you wish by contacting a member of the team.
 - Pupil pays: £260
 - You receive: £250

If your set hourly lesson price differs to the above, please ensure your Relationship Manager is aware and we'll change your Instructor Profile within the Booking System.



In Summary

Our fundamental goals are to:

- Consistently generate more pre-paid students, to increase our franchisees overall income
- Ensure that from a financial perspective all franchisees benefit from these changes, no matter what prices they offer
- Reduce the time you spend communicating with learners simply querying pricing and chasing pupils who do not answer your calls and emails
- Reduce cancellations and no shows and ensure greater commitment from new students
- Minimise cash handling due to the current COVID-19 situation – a matter of great importance
- Provide a greater understanding of your businesses from a head office perspective, on the issues where either pupil supply and/or the conversion or retention of students is a problem. This in turn allows us to address these situations far more effectively for everyone's benefit.

If you have any questions with regards to pre-payment please speak directly to your Relationship Manager.

Kind regards

Tom Hixon
Head of Instructor Support

