

## CASE STUDY

# NEXT STOP, NEW HIRES: TOUR BUS COMPANY IN SEARCH OF DYNAMIC DRIVERS

## THE CLIENT

A Californian based tour bus company needed additional tour bus drivers as it entered the busy season due to growth and regular turnover.

## THE ROLE

Drivers needed a track record of safely driving CDL class vehicles, with passengers, while also being open to conducting urban and rural guided tours. They would be the drivers and the stars of the show!

## THE CHALLENGE

This search presented a four-fold challenge for the client (and us). A safe CDL driving history was a must (1), while also requiring a desire to entertain and serve passengers (2), operations are based out of one of the most expensive markets in the country (3), and the work was largely seasonal (4).

## HOW RHODES WOLFE PARTNERED

After the intake call, we determined our best opportunity would be to reach out to hotel bus drivers given their familiarity with pickup locations, customer service, and passenger busses in a variety of driving environments. We also tried to focus on those that had evidence of a connection with the performing arts to provide some indication of comfort with being a star. While we focused on outreach, aggressive advertising was also implemented.

## RHODES WOLFE RESULTS

Precision targeting left an initially skeptical client with the talent needed to ramp up for the busy season. Stars were born and great tour experiences are occurring as a result.

## WE'D LIKE TO PARTNER WITH YOU

We help our clients get talent with our focus on alignment through custom-built searches, pay-you-if-the-search-fails guarantee, and 15-month placement backing. If you need a true partner to work on your search, [contact us](#).

## From the Search Consultant

Our process is really what took the driver's seat in this search – our client was skeptical we'd see success and we were all so glad we did.



**Region**  
West Coast



**Industry**  
Transportation/Hospitality



**Role**  
Driver/Entertainer



**We Pay You!**  
If we don't fill the role



**Placement Guarantee**  
15-months