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JS Businessdrive

Style and class don't
need advertising



JS Businessdrive supplies top-level executive transport

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Illustrative of this is one of the phone conversations he conducts during the interview, for ignoring his ringing BlackBerry is no option. Stok confers with one of his drivers on an alternative route caused by a change in the day's programme. Without thinking he advises his driver to go by way of the Hillegom bulb fields to do a sightseeing tour and to invite his guest for lunch. "And while you're there, buy a few bags of bulbs as a gift for his lady wife.", is how he ends the call. Well done. Here is a man who understands the art of relation-management

as no other, and noticeably with the best intentions.

Switch

JS Businessdrive works exclusively for clients in the middle and top class of business. "We don't mean to be arrogant", he explains, "but we have to be selective". His vision on enterprise combined with a convenient network has done Jaap Stok no harm. After having started a one-man taxi firm at a young age, his father-in-law one day asked him to drive a befriended business partner to

the north of the country. A ride that was beneficial to both parties, and making Stok crave for more. This gave him the idea to make a switch to executive transport. He spent his savings on a new car with built-in car phone – as one of the first firms to do so – and started transporting businessmen more and more often. When he got in touch with the CEO of a well-known investment company, the tone for his company was set.

One step ahead

You got out of the taxi world on time? "

Right on time for our appointment and clad in a beautiful suit he makes his appearance. After an amiable introduction I cast a glance into one of JS Businessdrive's cars with eycatchers as phone chargers, a 220-volt outlet and complimentary bottles of water. Smart and well thought-out. We take a seat, but not before he has arranged drinks for both of us. As the managing director and owner of JS Businessdrive Jaap Stok sets the example. Correctness, appearance and punctuality are the most important pillars in the company that specialises in Executive Chauffeur Driven Service. The ambitions are plain as day: "Timing, style and class, that is what the customer wants. My team and I just want to be the best."



Years ago, long before the deregulation came into being, I branched off. In that sense I was a long way ahead of the effects of the new taxi law in the late nineties. That development was actually the step up to the design of my company." A smart move that shows vision and guts, like a true entrepreneur.

True comfort

By now JS Businessdrive has grown to a



successful company with some twenty team-drivers, as Stok calls it. The scope of work covers The Netherlands, Belgium, Luxembourg, France and Germany. A high-quality fleet of cars – outstandingly appropriate for his audience – and highly qualified drivers form the foundation of his service. The fleet consists of Mercedes S350-L cars, designed in charcoal grey with an exclusive interior of calfskin and walnut combined, obviously equipped with all mod cons. Each car co-

mes with separate, adjustable back seats – first-rate sleeping seats - as well as Nokia and Blackberry phone chargers, a 220-volt power outlet and a notebook. This provides the guest with an opportunity to log onto his own account so that he can work comfortably during a long ride from say Luxembourg to Amsterdam, whilst enjoying some refreshments. If need be, the guest can have a freshly delivered lunch in the car, and meanwhile read his favourite newspapers.

Fine-tuning

Stok personally trains the drivers. He reports: "This way we can fine-tune even more to the desires of the client. For example, some businessmen act rapidly and hardly take time to eat, whereas others appreciate a healthy lunch with freshly squeezed orange juice and fresh fruit. Apart from that, my drivers always look immaculate. A good suit, a well-knot tie and shining shoes, in short a correct appearance. I find that very important."

Roadshow Drive

Over the years, the company has specialised in Roadshow Drive Chauffeur Service. This concept focuses on analysts who regularly traverse through The Netherlands and our neighbouring countries for several meetings. As a result, JS Businessdrive has some renowned international banks among its clientele. Consequently, rendering top-level service is the highest good. The driver will do anything to get his guest to a meeting on time. Fifteen minutes before departure the driver invariably has the car ready. Everything has been taken care of; the mats even shaken out one more time. Subse-

quently he checks the latest travel information on a special site (www.flitsindex.nl) that shows delays and speed checks and, if need be, an alternative route. It is of great importance to Stok that the guest does not have to wait for, or even worse, has to look for the driver.

No competition

"Should there be a chance of delay because of a drawn-out meeting, the driver then calls me so that I can contact the client and undertake the right measures. That way I can guarantee service at all levels," according to the enthusiastic entrepreneur. As far as he is concerned, competition is no issue. "I can honestly say that I indeed do anything to offer top-level service to our guests. That is truly simple, I just want to be the best."

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