

Why a five-star rating is important for Uber driver-partners

Uber riders know that at the end of their trip they need to rate their driver, but what they don't know is how important that rating is to their driver and what impact that rating has on the driver-partner after the trip has ended.



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Uber implemented the five-star rating system to ensure mutual respect between driver-partners and riders on the platform because Uber is deeply committed to the safety of both riders and driver-partners on the platform. The system assists riders when they have a concern with a trip but is also in place to assist driver-partners should they encounter issues of their own, or even in the worst case, a difficult rider.

The five-star rating system is, therefore, twofold. Riders rate their driver-partners and they, in turn, rate their riders after a trip has come to an end. Riders can check their rating on the app by going to the Menu > Help > Account and Payment > Account Setting and Rating > I'd like to know my rating. The feedback system allows both parties to provide feedback in order to keep standards up and address any issues along the way.

A reflection of overall service level

However, these five stars mean more to a driver-partner than just a thumbs up or some constructive criticism - these stars accumulate to reflect the overall service levels of a driver-partner. So when you give a driver-partner one star, that impacts not just that one trip, but the overall rating the driver-partner has.

Should a driver-partner's rating drop below average they are asked to go to Uber's office so the team can provide the driver with some tailored feedback to improve their service for their customers. If ratings do not improve, the driver-partner may have his access to the platform deactivated indefinitely. Furthermore, should Uber receive worrying feedback from a rider, the driver-partner has his account deactivated until the issue has been resolved.

Full maintenance lease programme

The star rating also affects the driver-partner's future opportunities on the Uber platform. Last year, Uber and WesBank launched a vehicle solutions programme that offers existing driver-partners access to a specially designed full maintenance lease programme from WesBank, enabling them to gain access to a vehicle at preferential rates, with a view to establishing their own passenger transport business in partnership and with the help of Uber's technology. The programme is not based

on credit ratings, but rather eligibility is determined by WesBank based on their established earnings and quality record with Uber. Rider feedback and star ratings are considered for the quality record.

Therefore, the star rating is more than just a way to tell a driver-partner's how much a rider liked their service, or if they were a little slow to get to a destination. Next time you rate your trip, consider what your rating means to your driver-partner before clicking on those stars.

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