

# Interview with our Division Presidents

This month we interviewed our Operations leaders to understand how they use your feedback.

## Interview with Kimberly Maes, Flatbed Division President

### How often do you review My Feedback survey responses?

*Flatbed Operations Leaders (Fleet Operation Director and Managers) have a process to review weekly. Specific requests, concerns, and unique feedback are shared directly with me as they occur, while overall results and trends are discussed in our leader meetings.*

### What are you looking for or focusing on when reviewing the data?

*Trends and/or specific comments that we can provide as feedback to Fleet Managers to help them improve their communication with drivers.*

### What actions have you taken as a result of the feedback you receive from our driving teammates?

*Direct follow up with Fleet Managers and drivers, both positive and developmental. If we see a trend in feedback on a topic or process, we'll elevate for discussion to determine if a broader (enterprise wide) change is needed.*

### What do you want drivers to know about My Feedback – Why should our drivers take 5 minutes to complete their surveys?

*We want them to know we heard them and appreciate their feedback -- and that we sincerely do want to help them if they have specific issues.*



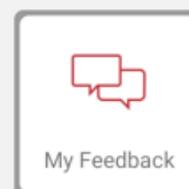
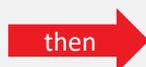
**Kimberly Maes**  
President Flatbed Division

### What has been the most interesting or unusual thing you've found when reviewing My Feedback responses?

*Nothing too unusual, but we do enjoy learning more about the individual thoughts, values, and preferences of our driving teammates.*

*We particularly like the positive feedback some drivers gave their Fleet Manager "phone partner" and recognize an opportunity to ensure a positive and consistent communication experience for all drivers.*

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## Interview with Don Ingersoll, Van Division President

### How often do you review My Feedback survey responses?

*I review them on regular basis, normally weekly, because there is always good information on how we can get better. My leadership team addresses the constructive feedback immediately and we celebrate the positive comments.*

### What are you looking for or focusing on when reviewing the data?

*While we try to address all feedback items, I spend time look for trending items that are brought up across multiple surveys. We've made some positive changes from noticing a theme in our surveys and digging into those items.*

### What actions have you taken as a result of the feedback you receive from our driving teammates?

*My leadership team reviews each item and follows up with the correct group (customer service, operations, sales, technology, maintenance, etc.) to gather information and take action. We discuss these items during our weekly staff meeting and discuss what steps we're taking to improve.*

### Why should our drivers take 5 minutes to complete their surveys?

*We love their feedback and want more of it! We strive to be the best in the industry and to do that we have to understand what is working well and what could be improved in all areas of the business. Our driving teammates see these things first hand and their feedback provides information that I cannot see in a report. I credit a lot of our operational improvements to items that have been brought up by our driving teammates.*

### What has been the most interesting thing you've found when reviewing My Feedback responses?

*It's always great to hear about the positive relationship our drivers have with their Fleet Managers. I know how vital that relationship is to our success so I love seeing those shout outs.*

*There has been some really important information about customers that are not driver friendly. Things I don't see in reports like a rude person at the guard shack (this happens too often), not having facilities for our drivers to use, unsafe locations, spotters damaging our equipment, etc. We try to address those issues with our customer service team and have exited a customer's business if they were unwilling to make changes.*

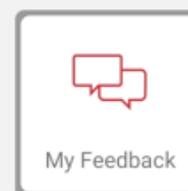
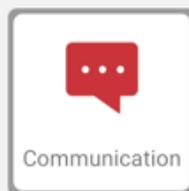
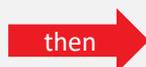
*We've also been told by one of our drivers that a customer was frustrated with their other carriers so we sent our sales team in to secure more business. I spend a lot of time visiting customers and get constant feedback that Roehl drivers are the most professional and courteous they work with. That's a huge benefit to gain business with the customers we want to partner with.*



**Don Ingersoll**  
President Van Division

*Keep the feedback coming!*

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My Feedback

