

# **Mastio & Company's**

## **LTL Carrier Customer Value & Loyalty Benchmarking Study**

**16<sup>th</sup> Edition 2020**

**Metrics to Manage the “Shipper Experience”**



## OVERVIEW

MASTIO published its 16<sup>th</sup> Edition LTL Carrier Customer Value & Loyalty Study in November 2020. This study identifies and quantifies the perceptions and needs of shippers who utilize LTL Carriers in the U.S. The 2020 study is based on findings from 1,576 detailed telephone interviews with key decision makers from major shippers throughout the U.S. Mastio conducts telephone interviews because it offers a number of advantages over other methodologies, including control over the sample so as to ensure that it is representative of the population(s) being studied, higher response rates and therefore more accurate results, and the ability to screen for the appropriate decision maker at each location. The opportunity for interviewers to probe for complete and meaningful replies to open-ended questions is another key advantage with a telephone interview.

The 2020 study also includes approximately 7,800 qualitative responses to ten open-ended questions about individual carriers. The data was collected by telephone interviews with key decision makers beginning in July and ending in November of 2020.

### SAMPLE OF THE ATTRIBUTES MEASURED

- Shipments picked up when promised.
- Shipments delivered when promised.
- Shipments delivered with no shortages.
- Shipments delivered with no damages.
- Claims process.
- Weighing accuracy.
- Consistent transit times. (on time%)
- Competitive transit times.
- Carrier's ability to meet appointment time for pick-up.
- Carrier's ability to meet appointment time for deliveries.
- Billing accuracy.
- Carrier responsiveness.
- Proactive communications (e.g. notification of problems).
- Problem resolution.
- Customer service personnel respond to my needs in a timely manner.
- Freight tracking systems.
- Knowledgeable and helpful sales representatives.
- Willing to be flexible with operations.
- Drivers are courteous and professional.
- Pricing terms are easy to understand.
- Website is useful.
- Trucks appearance.
- Carrier is trustworthy.
- Ease of doing business.
- Rate stability.
- Competitive pricing.
- Accessorial and surcharge prices
- How would you rate each carriers Overall Performance
- Competitive pricing.
- How likely are you to recommend each carrier?
- "I believe that [insert carrier] deserves my loyalty."
- Rate the value you receive from (insert carriers)?
- What is your overall level of satisfaction with the each carrier?

### LTL CARRIERS INCLUDED IN THE 2020 PRINTED REPORT

- Averitt Express
- A. Duie Pyle
- AAA Cooper
- ABF
- Central Freight Lines
- Central Transport
- Daylight Transport
- Dayton Freight Lines
- Dohrn
- Estes
- FedEx Freight
- Old Dominion
- Peninsula
- Pitt Ohio
- R&L Carriers
- Roadrunner
- Saia
- Southeastern Freight Lines
- UPS Freight
- Ward Trucking
- XPO Logistics
- YRC

## DELIVERABLES

The comprehensive study will come with a printed report, a Microsoft Excel version of the raw data, custom tagging features of the data, and a proprietary segmentation software package that includes tools to conduct your own detailed analysis including a head-to-head comparison with key competitors. The segmentation software also allows subscribers to segment the data by demographics selected by you such as by state, volume, strategic importance, etc. to see where you stand vs. the competition and thus be quickly underway with actions to improve performance.

MASTIO's software also provides clients with a custom tagging feature. The custom tagging is proprietary for each client. This feature allows the grouping of your customers, for example, by the key person responsible for each customer interaction, customer service teams, profitability, strategic importance, volume, etc. These options are virtually unlimited. This powerful feature allows additional in-depth analysis and the customization of the data.

## ANALYZE RATINGS ACROSS MULTIPLE SHIPPER SEGMENTS

- **Volume Level** – # of transactions respondent has per week with LTL Carriers.
- **LTL Carrier Usage** – Does the respondent only use one carrier or do they work with multiple carriers.
- **Respondent's Vertical** – The data can be sorted by the respondents SIC Code.
- **Respondent Role** – Is the respondent a Primary decision maker or does he/she share in the decision process.
- **Additional Respondent Role Information** –
  - Primarily a shipper
  - Primarily a consignee of the freight
  - Respondent works at a bill to only location
  - Respondent works for a 3<sup>rd</sup> party logistics company

## EXAMPLES OF OPEN-ENDED QUESTION INCLUDED IN THE STUDY

- Is your company back to Pre-COVID business levels? If no, when do you anticipate returning to this level?
- In a post-COVID-19 world will inside deliveries, delivery receipts or signatures become less of a need for shippers in order to create a contactless delivery?
- Are there any carriers you tend to avoid using? If yes, who and why?
- Which LTL Carrier has the best tools on their website for your shipping needs? Why?
- Excluding the fuel surcharge, how have your rates changed over the last 3 months, 12 months and by what %?
- Excluding the fuel surcharge, how do you anticipate your rates changing over the next 3 months, 12 months and by what %?
- Do you use a third party or a broker for any LTL services? Which 3PL/Broker provider(s) do you use for LTL and why did you select them?
- Do you move any of your freight on a density-based tariff?
- Are you familiar with how APIs (Application Program Interfaces) are being used in LTL Transportation?

## METHODOLOGY

Unlike customer satisfaction, our approach is grounded with empirical evidence of its validity; thus, you are ensured actionable results that can be implemented to win more business profitably. MASTIO utilizes two key methodologies - **Customer Value & Customer Loyalty**. Both methodologies show, on average, a strong correlation between a company's performance i.e. growth rate, market share, profitability, etc. and their respective Customer Value or Loyalty Scores. These two dashboard type of metrics allow managers an easy way to track performance in achieving customer relationship goals just as the use of financial reports allows managers to monitor whether they are meeting their profit goals. For example, empirical evidence shows the Loyalty (Net Promoter) leader has superior growth - averaging more than twice the rate of growth vs. their competition.

## BACKGROUND

Mastio & Company is a research-consulting firm that helps its clients maximize business performance by conducting studies that address three critical aspects of managing every business, which are to understand your customer, your competition, and your organization.

Mastio & Company conducts numerous multi-client and proprietary studies on a yearly basis. The majority of our engagements deal with organizational alignment. This concept uses metrics to design an organization that is better aligned with customers than the competition to win more business and increase profits. We also help clients bridge the gaps between analysis, interpretation, actions and successful deployment of a value-based strategy.

Mastio & Company is celebrating over 30 years of providing actionable information to its clients. We are headquartered in St. Joseph, Missouri with an additional location in Houston, Texas. Our research is done primarily through telephone interviews from our call centers in the U.S. and the U.K. We also collect data from web-based platforms, mail and focus groups. All research is collected by an industry-experienced staff that adheres to stringent quality-control procedures. Mastio has served over 300 clients and has developed and managed over 300 successful business-to-business industry-focused projects, primarily in commodity driven industries such as but not limited to energy, utilities, transportation, logistics, plastics and chemicals. Our staff has extensive experience guiding successful research projects in North America & Europe.