

MARCH 2020

AN ANALYSIS OF DRIVER FEEDBACK ABOUT COVID-19



WorkHound

ABOUT WORKHOUND

Mission

WorkHound launched to address high turnover in industries with distributed workforces. In these industries, workers get little time with managers.

This leads to sparse communication, distrust, and diminished productivity. These issues are precisely what WorkHound sought to tackle.



How it works

WorkHound enables workers to share real-time, anonymous feedback with their companies. Workers speak their mind when asked open-ended questions like: *How are you doing right now? And why do you feel that way?* This open-ended feedback fills in management blindspots and reduces the bias of traditional surveys. Feedback is aggregated to a dashboard that can help managers filter feedback by topic to take action on issues.



COVID-19 FEEDBACK ANALYSIS

In an effort to continue sharing transparent information about what we're seeing in driver feedback, our team of experts have dissected this analysis from WorkHound driver communications. Drivers leave feedback weekly, and often, feedback reflects curiosity or confusion about the impact of global or industry news.

Drivers on the WorkHound platform began commenting about COVID-19 in **February 2020**. By March, around 6% of all comments WorkHound received related to the virus. This analysis is based on the review of 1,954 comments in March as of 3/23/20.

Some comments fall into multiple categories, thus the categories below will not equal 100%.



BREAKDOWN

PLANNING - 25%

"How is this COVID-19 going to affect us or rather how bad? Do we have a plan in place?"

Most professional truck drivers commenting just want to know if there is a plan and if so, what is it? These drivers express frustrations that their company has not been transparent with information or doesn't consider the virus a serious situation.

Drivers noted that **"this is not a joke"** and urged their companies to act quickly before COVID-19 impacts their coworkers, themselves, and by extension, their loved ones.

Many drivers want guidance on things like:

- Where to obtain services as more and more facilities are shut down
- How to avoid getting stuck at loading or receiving location when loads are disrupted
- Can they refuse loads destined for areas where cases are becoming more and more common?
- Drivers also note that "wash your hands" does not constitute a plan.

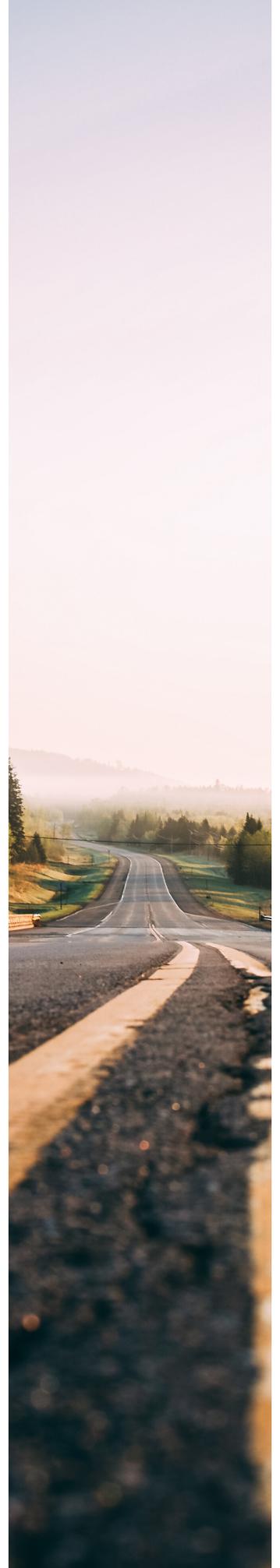
SANITATION - 22%

"We need rubber gloves for this virus."

Drivers want to know that their companies are taking extra precautions to ensure that their equipment is safe and sanitized. The public has been quickly buying lots of cleaning supplies and drivers are feeling the effects. Items like hand sanitizer are hard to come by. Even the most basic precautions like frequent hand-washing becomes impossible if there is no soap available in terminal bathrooms. Drivers expect their companies to be able to provide sanitation necessities.

Without the basic necessities, drivers not only feel unsafe, but also disrespected.

Recommendation: If your company wants to ensure that their drivers feel valued, keep the essentials fully stocked.



RISK - 16%

"Zero planning for this pandemic. Our workforce is among the most vulnerable."

Drivers sharing this sentiment are highly aware of the risks associated with COVID-19 and want to know that their companies are too. They express concerns about going into areas of community spread where cases of the virus are growing quickly. They also know the health risks are greater for older people and those with existing illnesses like diabetes. Drivers have concerns for themselves and their fellow drivers that are part of the at-risk population.

Furthermore, drivers feel that putting plexiglass barriers between them and the terminal staff is insulting and believe it implies that their safety is a lower priority.

BENEFITS - 12%

"With the COVID-19 going around, and us drivers constantly out in the public, it is scary to think that we don't have any sick days or PTO time."

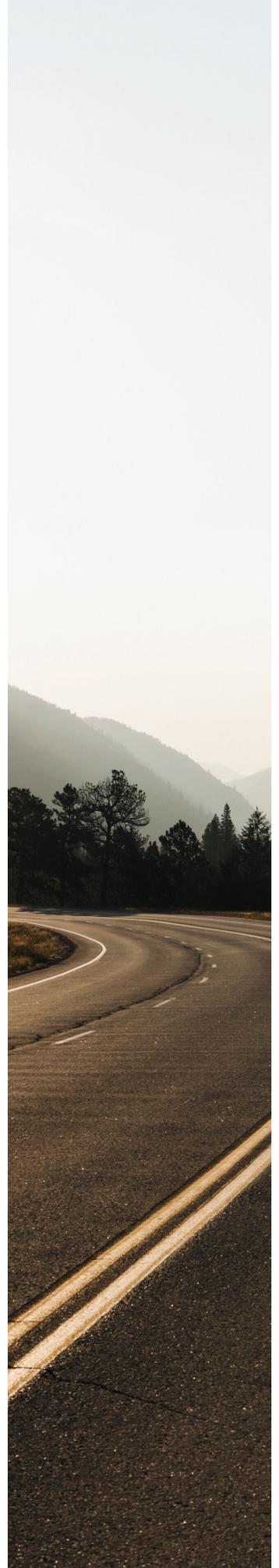
With the threat of potential illness being so prevalent, the minds of many drivers turn to the benefits their companies offer. These drivers express concerns that their health insurance is inadequate and confusion or doubt about whether loved ones are covered. They resent not having enough sick days and feel forced to work when unwell.

Many are worried they don't have the option to self-isolate to avoid the virus for fear of losing their job. Additionally, some drivers are concerned about their retirement funds as they watch the stock market continue to plummet.

PERSEVERANCE - 12%

"We deliver in rain, sleet, snow, COVID-19, everything"

A substantial portion of drivers acknowledge COVID-19 and the challenges it represents, but then they move on and feel a sense of duty to keep their trucks moving. They have an understanding of their significance within the United States supply chain. They express confidence and are happy to know that they are providing relief across the country.



WORK - 11%

"Things are good, loads are slower but that is the virus messing things up."

Afraid of low freight and inability to get loads. These drivers have concerns about their family and the impact of potentially missing a paycheck. They understand that the situation is uncertain and want some assurance they will still have a job in the near future.

NECESSITIES - 6%

"Truck stop restaurants are being closed. This puts a large strain on drivers' health and wellbeing if we can not eat, we can not operate efficiently."

Without a doubt this is a stressful time for everyone, but in addition to dealing with COVID-19 many drivers have voiced concerns about inability to get basic necessities. Drivers have expressed food insecurities as restaurants are beginning to close their doors. Some even state that they are having difficulty accessing safe drinking water.

These drivers are looking to their companies for guidance on how to meet their needs while ensuring the rest of America stays fed.

PAY - 5%

"I'm in Seattle... COVID19... I feel like I deserve hazard pay for being up here right now."

Recognizing the fact that drivers continue to take chances traveling across the country and interacting with strangers in possibly high-risk areas, some feel they deserve additional or "hazard" pay.

Currently many Americans are choosing to self-isolate or have been asked to work from home to reduce exposure and help contain the virus. Additionally, these homebound Americans are dependent on drivers to make their self-isolation possible.

Consequently, self-isolation is not an option for drivers. Their work means they risk infection on a daily basis. Many drivers see this as justification for additional compensation.



DENIAL - 4%

"I feel like I'm surrounded by Democrats...everyone is freaking out about this stupid coronavirus."

Mixed messages in the news concerning COVID-19 has created confusion for drivers. Consequently, not all drivers agree that the virus is a serious threat and worthy of the attention it is getting.

Some of the more dismissive messages resonate with a minority of commenters, causing them to express doubts that the virus is dangerous or anything more than a "cold." A few even propagate the notion that the crisis is political in nature.

This analysis displays insights communicated by professional truck drivers regarding the COVID-19 crisis.

For further information or to gain an understanding of the top concerns of your company's drivers, please contact WorkHound at info@workhound.com



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