

# What Drivers Said in the First Half of 2020



Complete Feedback Trends Analysis:  
*Transportation Industry*  
January-June 2020

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# How WorkHound Feedback is Collected



# “Tell us the good, the bad, and the ugly.”

- Drivers receive a weekly message asking for anonymous feedback with a link that is live 24/7.
- They share exactly what's on their mind in 90 seconds or less.
- Feedback is continuously reviewed using keyword and sentiment analysis.
- Each unfiltered comment is categorized into 12 standardized themes.



## Why WorkHound gathers feedback this way:

- Not a survey because surveys introduce bias.
- Open-ended feedback allows drivers to share honest priorities.
- Feedback has to be addressed at the speed of business.
- Doing nothing with feedback is toxic. Closing the feedback loop builds worker confidence.



# How feedback is measured by carriers:

Usage Demo

Time Range: 30 Day 90 Day All Time



WORKERS RETAINED 30 DAYS AFTER REVEAL

**95.89%**

537 Successful Retention Opportunities



REACHOUTS PER STARRED COMMENT

**84.21%**



AVG. WORKER LIST UPLOAD FREQUENCY

**10 Days**



WORKER REVEAL PERCENTAGE

**43.63%**



PROMPT CLICK THROUGH RATE

**7.95%**

Workers Retained 30 Days After Reveal



# How carriers receive feedback:



**WORK HOUND**

Activity  
Usage  
Metrics  
Themes  
Referrals

Take Guided Tour

Tags: All Tags x  
Themes: All Themes x  
Time Range: All Time  
Resolution:  
One-Time Notification:  
Reachout Status:  
Comment Notes:  
Sentiment: Negative x

Starred:  Urgent:

north Urgent Starred Themes: benefits

July 12 2020 I was told my wife could be on my insurance but I'm getting the runaround. Love this company but I am going to quit because of this 0 Notes Notify

Comment Received 12th Jul, 2020 10:14 am  
Reachout Initiated 13th Mar, 2020 4:56 pm  
Reachout Pending  
Next Step: Resolution

### Reachout Pending

A reachout to this worker is pending; you'll need to wait to resolve this comment.

**No Response** Click "No Response" if a response has not been received and you wish to mark the reachout process complete.

## How to close the feedback loop:

- Address urgent issues individually with drivers.
- Act on feedback to improve your company.
- Show empathy by responding to drivers weekly in fleet-wide messages.
  - *At WorkHound, this message is called a "broadcast."*



# What Drivers Said in the First Half of 2020



## 2020 So Far - *Summary Statistics:*

- 18.4K Comments
- 7.2K Distinct Drivers
- 6.32 Average Satisfaction
- 30.3% Positive Sentiment
- 1,614 COVID-19 Comments



## Profile of the industry:

- Average driver age 55 years old
- 95% use smartphones daily
- 89% average annual driver turnover
- 50K+ driver shortage



## Profile of drivers sharing feedback:

- All drivers work with carriers with as few as 61 trucks to more than 2000 trucks.
- Freight is a mix of dry van, reefer, tanker, intermodal, flatbed, and expedited freight.
- 77% Company Drivers
- 23% Owner Operators



## At-A-Glance:

The average comment is 216 characters long.

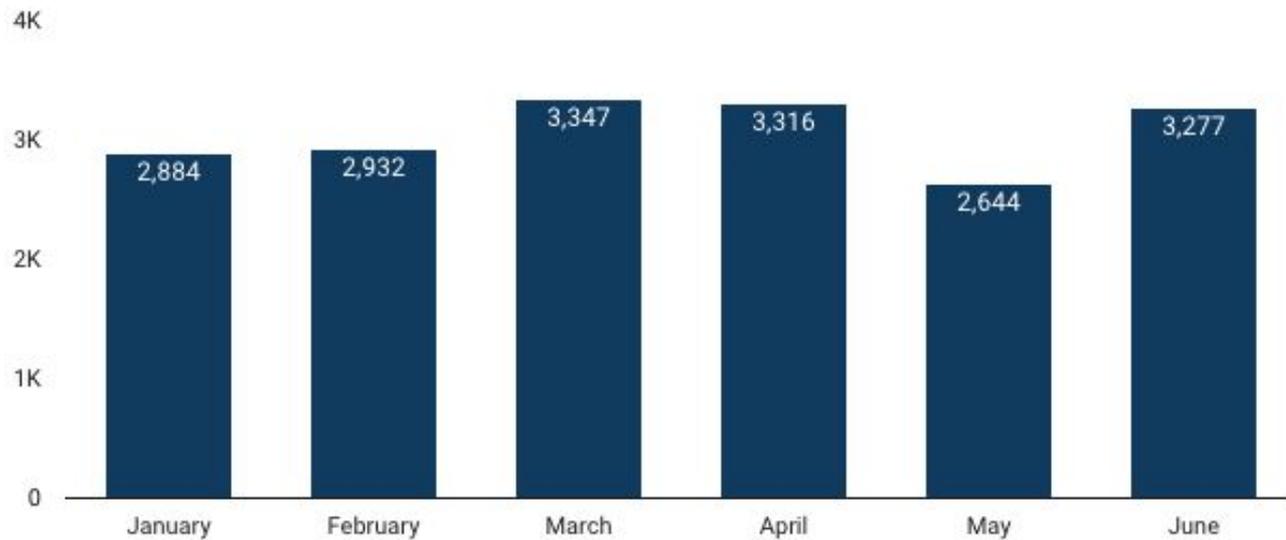
- About as long as a tweet (240 characters).

However, some drivers have a lot on their mind:

- Our longest comment was over 10k characters long, that's more than the Declaration of Independence (8112 characters)



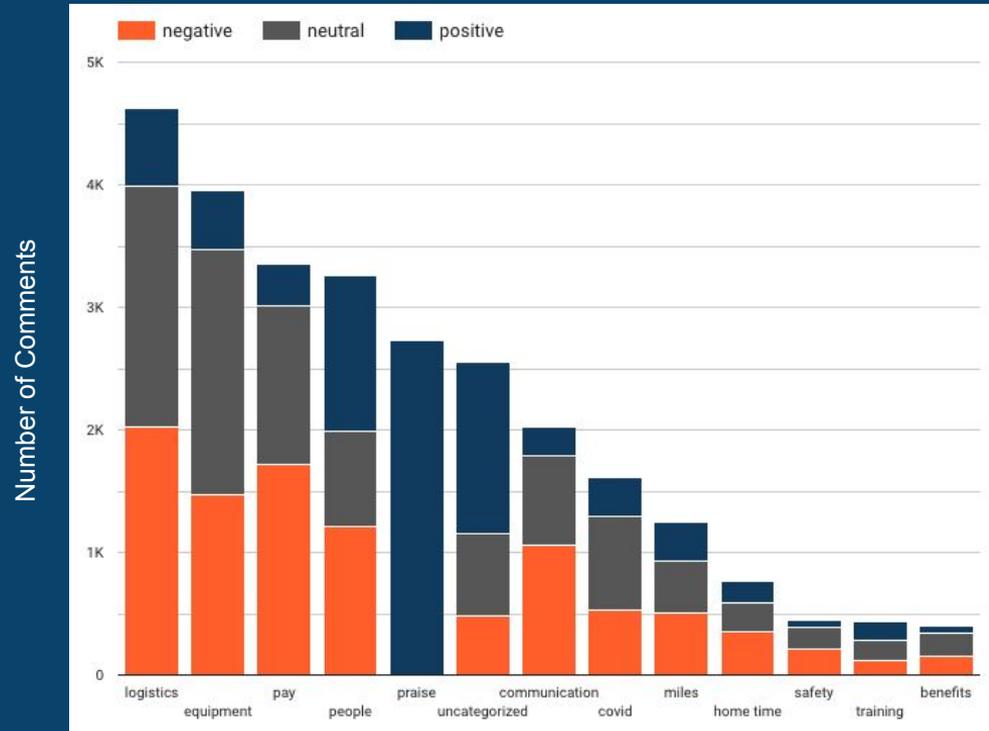
# Comment Volume by Month



The number of comments received has remained relatively stable throughout the first half of the year.

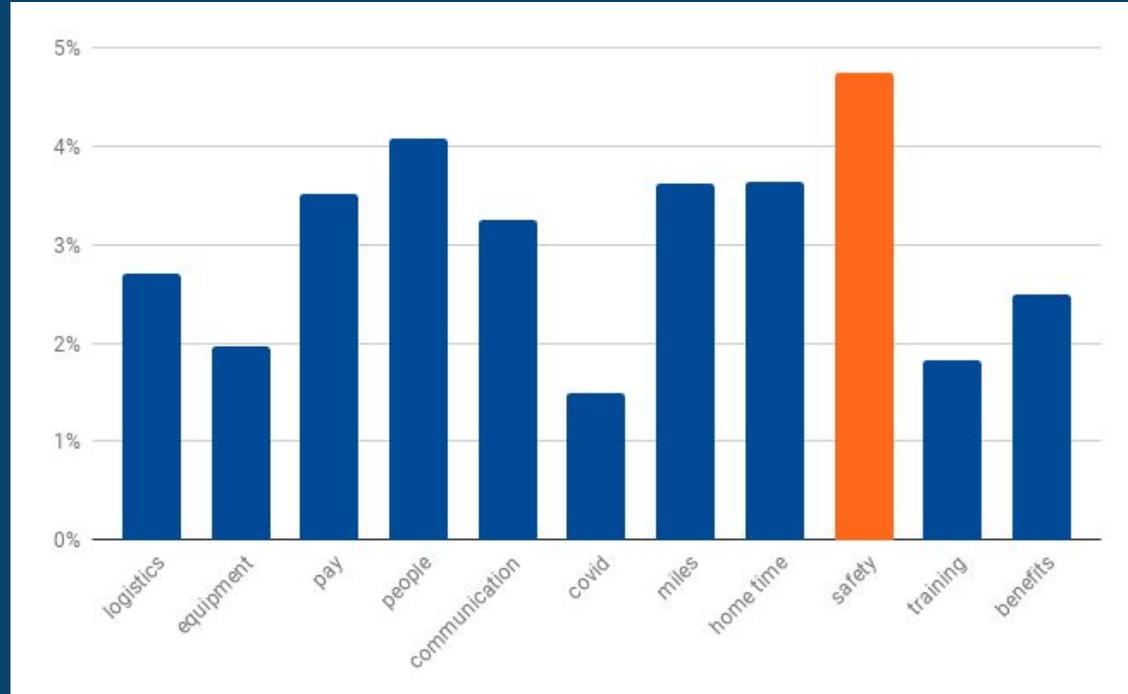


# Total Comments by Themes



Logistics and Equipment held their positions as top themes. Compared to 2019 data, Pay has traded places with People.

# Themes by Rate of Urgency

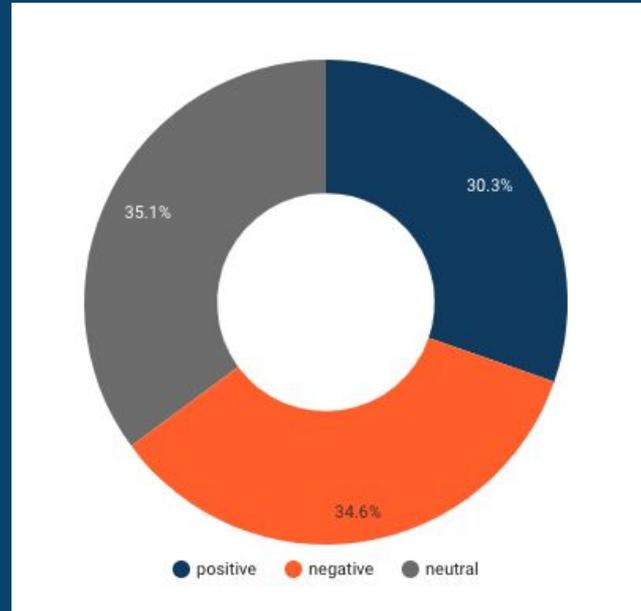


Comments about safety, while low volume, tend to have high rates of urgency.

Comments about COVID-19 have a very low rate of urgency.



# Comments by Sentiment



Many companies assume that feedback will be exclusively negative, but our data shows that sentiments are equally represented, with 30.3% of 2020 comments being positive.

Many drivers love what they do and are excited to share that information.







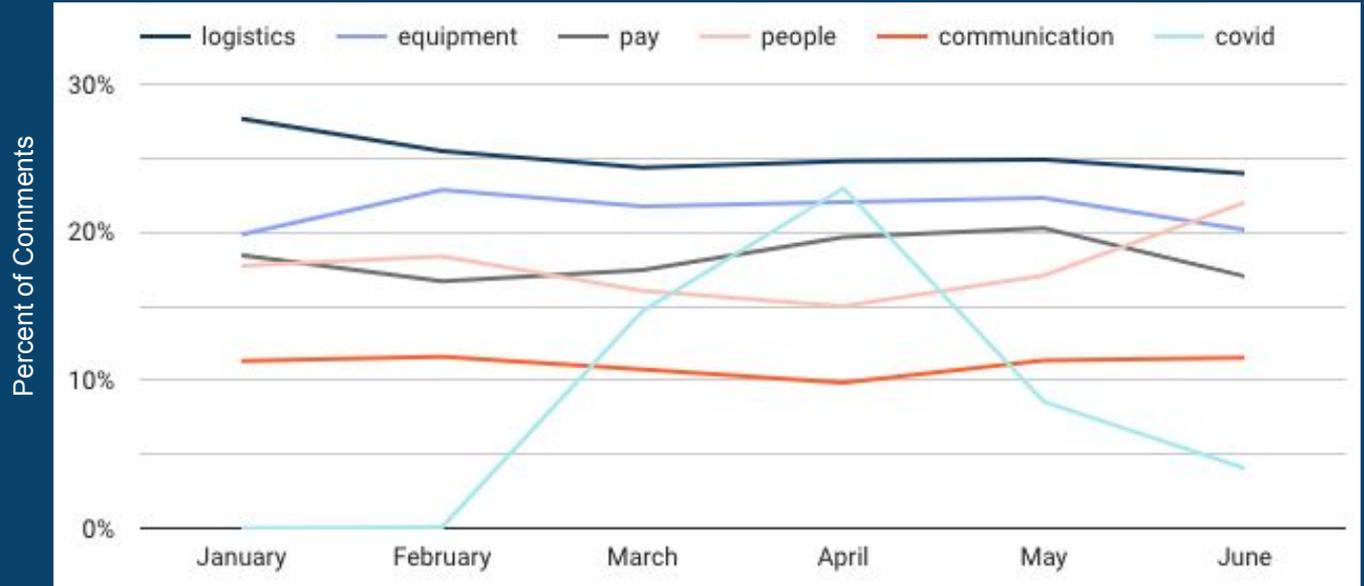
# Top 5 Feedback Themes

1. Logistics
  2. Equipment
  3. Pay
  4. People
  5. Communication
- 

## Special Topics

1. COVID-19
2. Civil Unrest & Protests

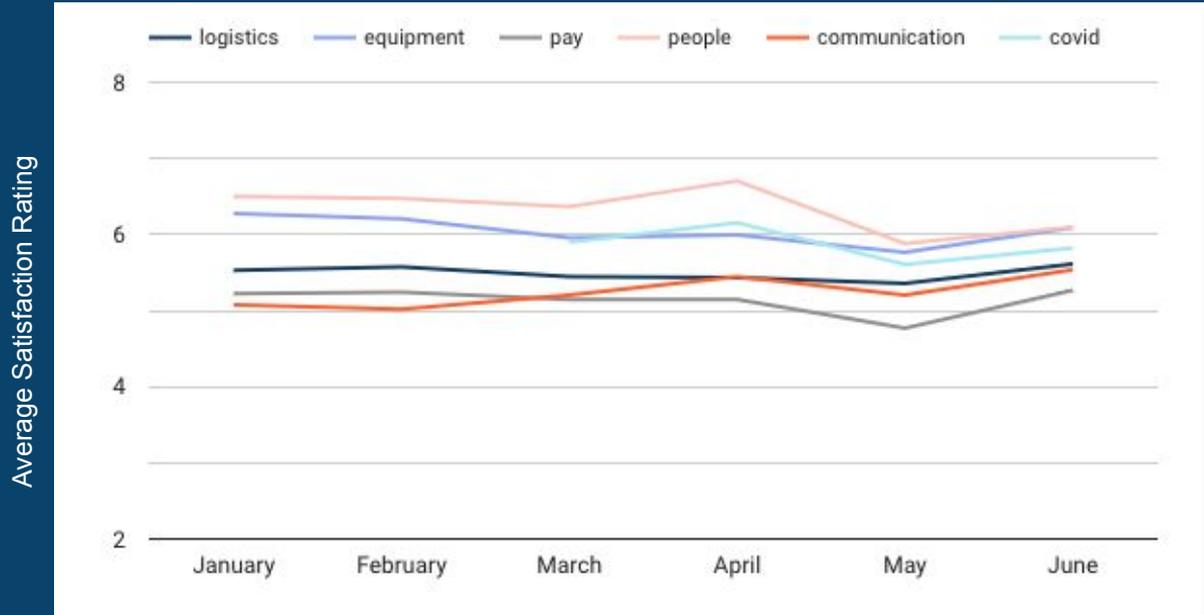
# Percentage of Comments by Theme



The newly introduced “covid” theme quickly became a high frequency topic in the spring, and has since dropped off as the topic becomes part of the “new normal.”



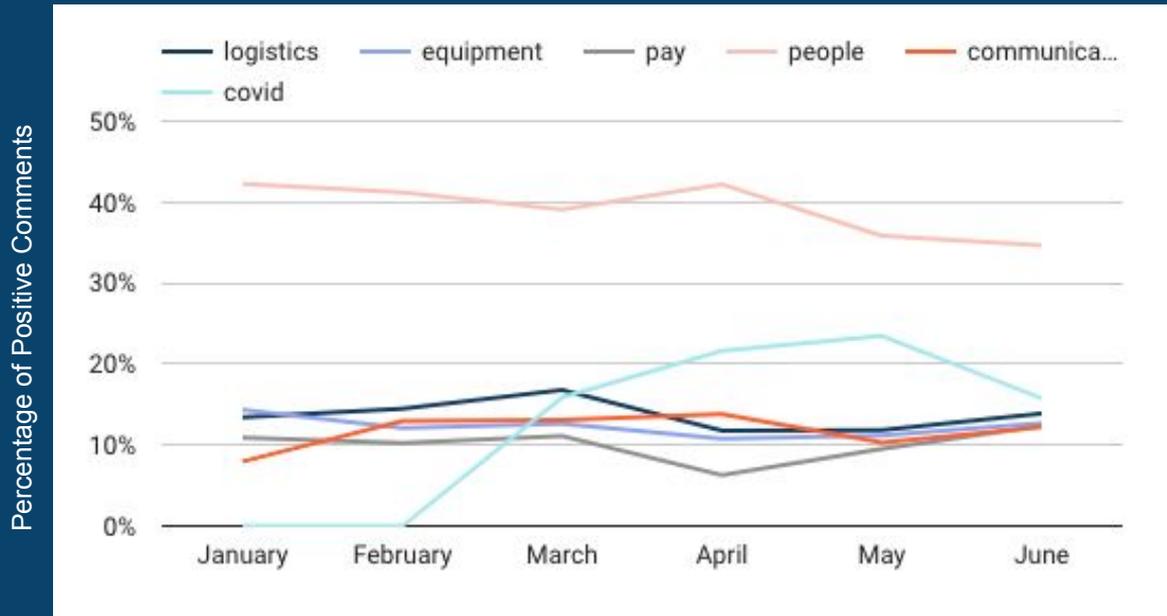
# Driver Satisfaction by Theme



Driver satisfaction remains relatively stable..  
Communication satisfaction has been steadily improving since January.



# Driver Positivity by Theme



There is greater variation in positivity between themes.



# Highlights of Important Themes



# Logistics

Comment Count

4,625

Percent of Comments

25.1%

Average Satisfaction

5.49

Percent Positive

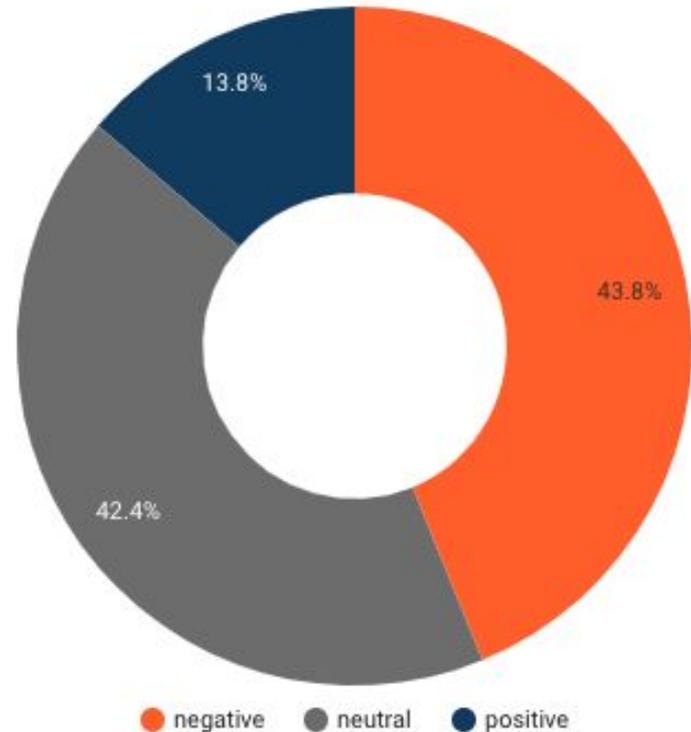
13.8%

Percent Urgent

2.7%

Average Message Length

303





# Equipment

Comment Count

3,952

Percent of Comments

21.5%

Average Satisfaction

6.05

Percent Positive

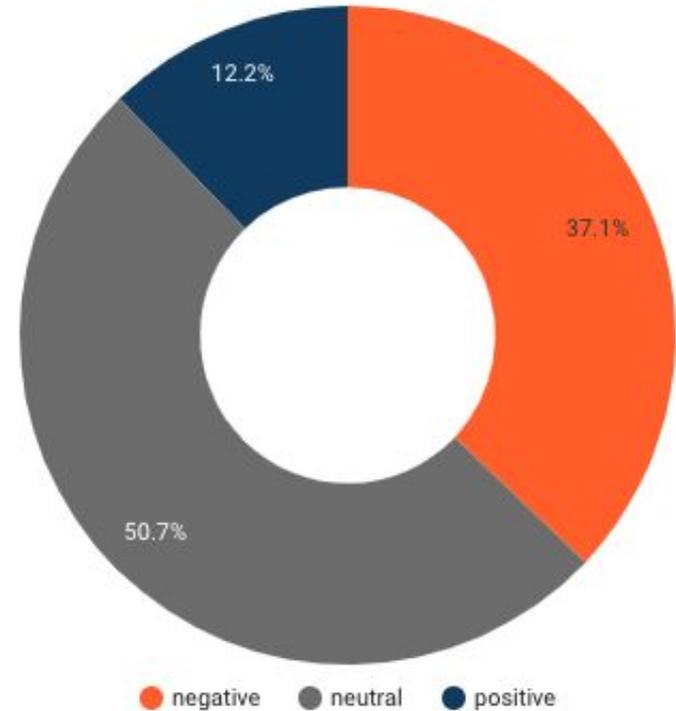
12.3%

Percent Urgent

2.0%

Average Message Length

316





# Pay

Comment Count

3,351

Percent of Comments

18.2%

Average Satisfaction

5.13

Percent Positive

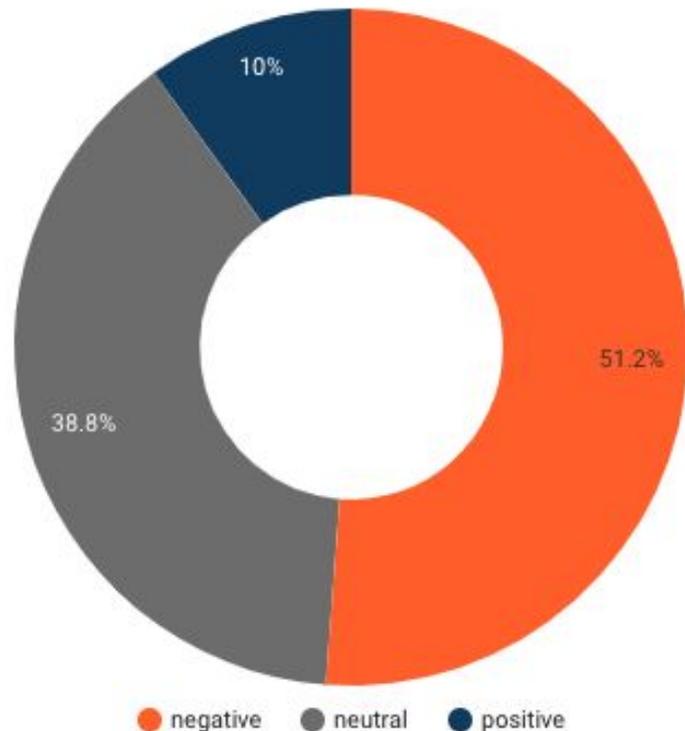
10.0%

Percent Urgent

3.5%

Average Message Length

287





# People

Comment Count

**3,258**

Percent of Comments

**17.7%**

Average Satisfaction

**6.33**

Percent Positive

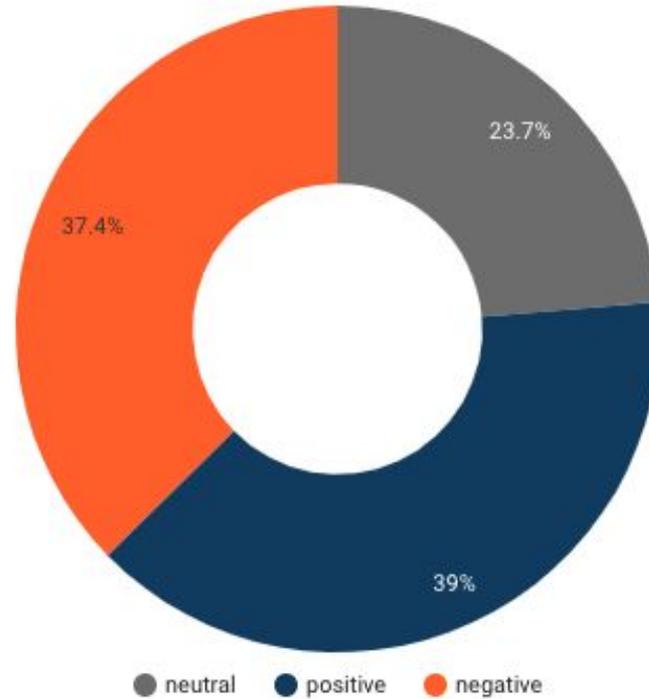
**39.0%**

Percent Urgent

**4.1%**

Average Message Length

**340**





# Communication

Comment Count

**2,028**

Percent of Comments

**11.0%**

Average Satisfaction

**5.25**

Percent Positive

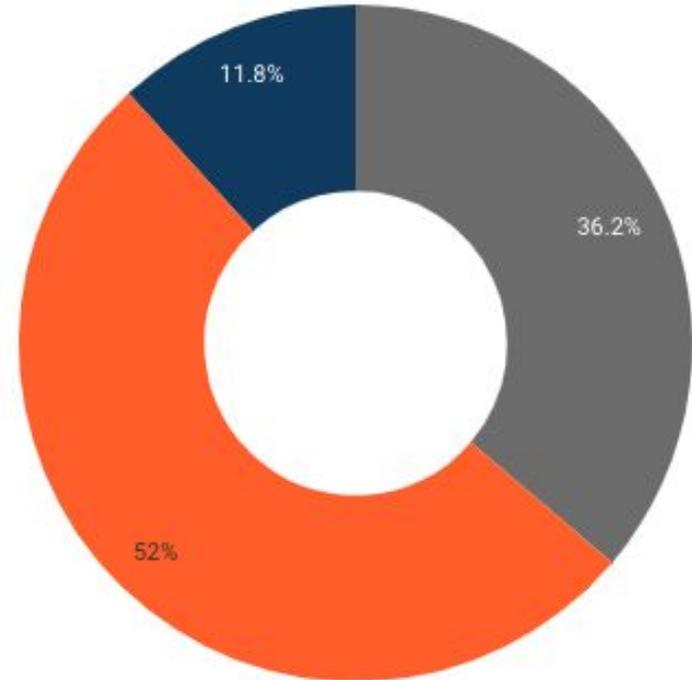
**11.8%**

Percent Urgent

**3.3%**

Average Message Length

**346**



● neutral ● negative ● positive





# COVID-19

## COVID-19

Comment Count

1,614

Percent of Comments

8.8%

Average Satisfaction

5.97

Percent Positive

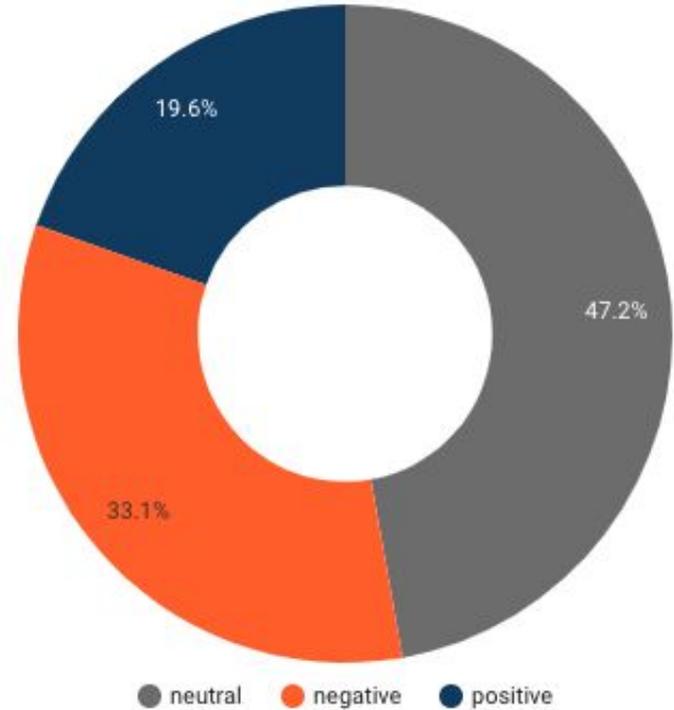
19.6%

Percent Urgent

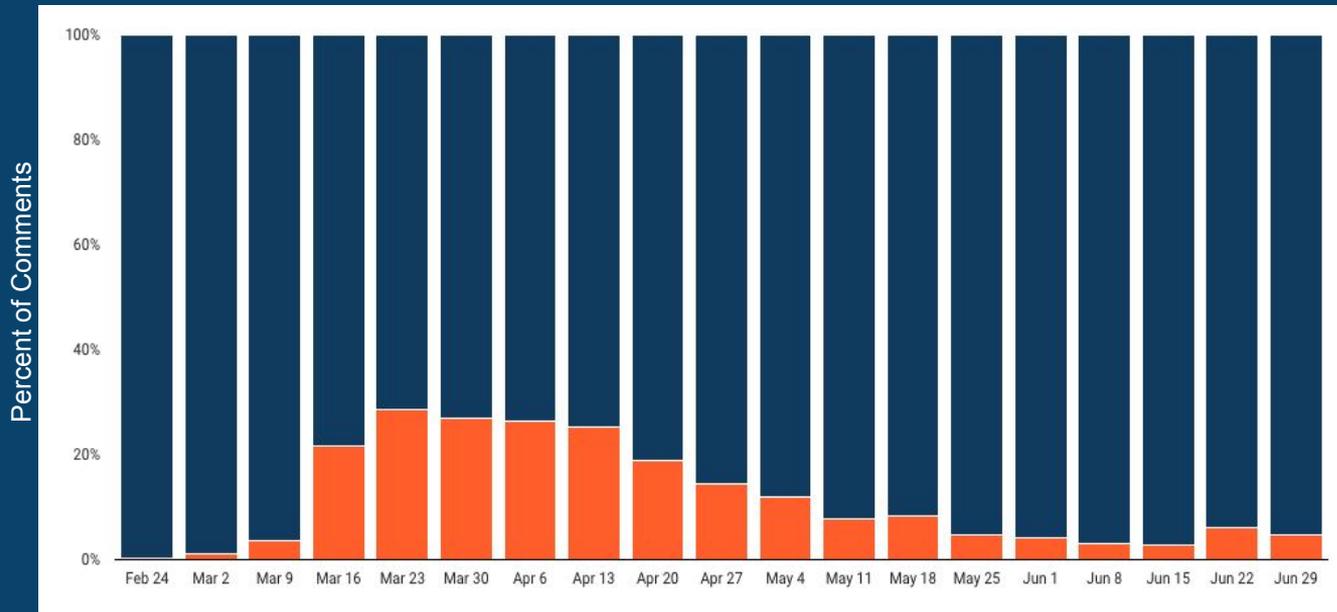
1.5%

Average Message Length

311

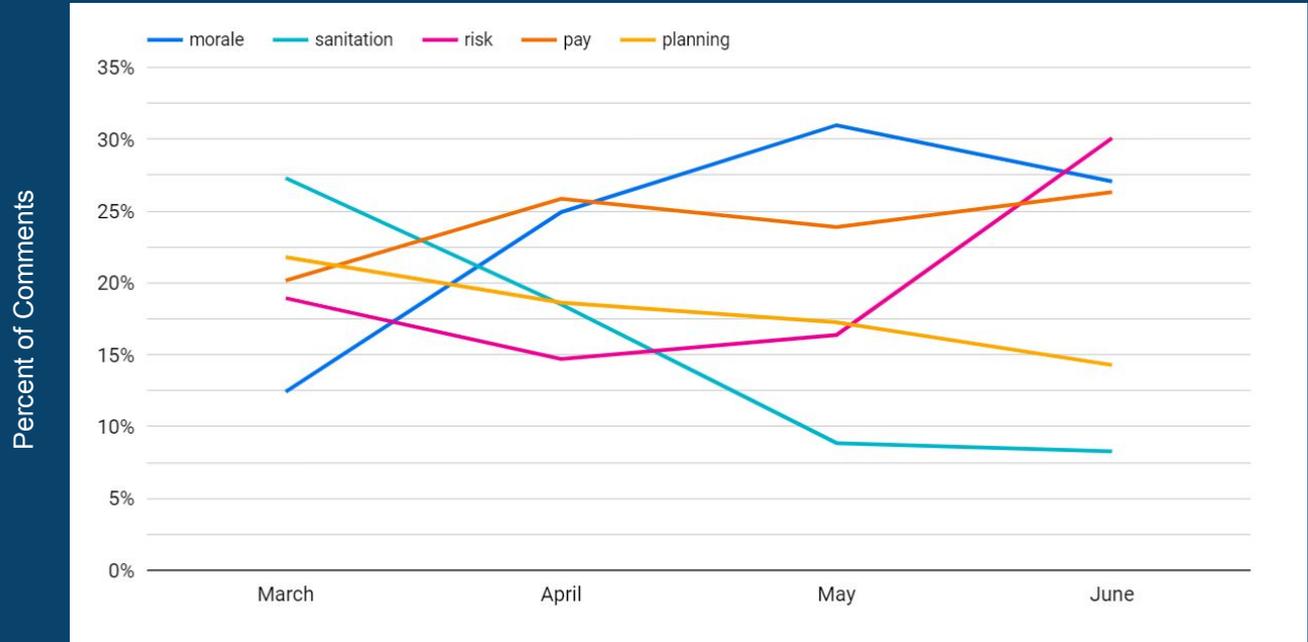


# COVID-19



- Feedback surrounding COVID-19 drastically increased in late March and peaked in April before slowing down throughout Q2.
- For a four-week stretch in March and April, feedback surrounding Coronavirus accounted for over one quarter of all comments.

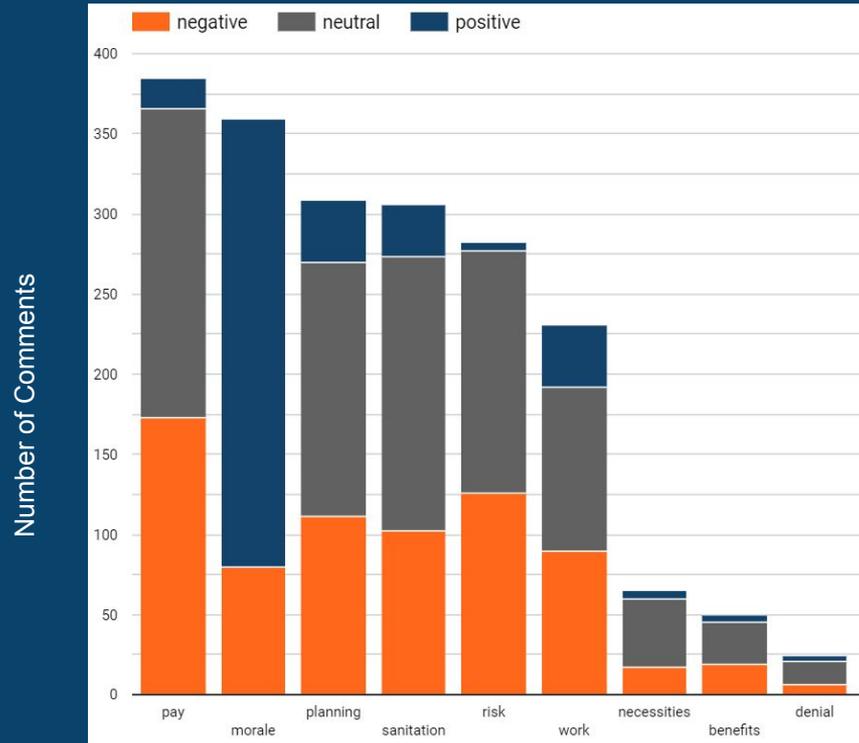
# Percentage of COVID-19 Comments by Theme



- The prevalence of both Planning and Sanitation fell considerably throughout the pandemic.
- Comments concerning Risk, Pay, and Morale became the defining themes of COVID-19 feedback.



# COVID-19



Pay is the most frequently mentioned theme across the industry when it comes to COVID-19. Almost one quarter of all comments are about pay, but positivity tends to be particularly low for this theme.



# Civil Unrest / Protests

Comment Count

65

Percent of Comments

0.4%

Average Satisfaction

5.77

Percent Positive

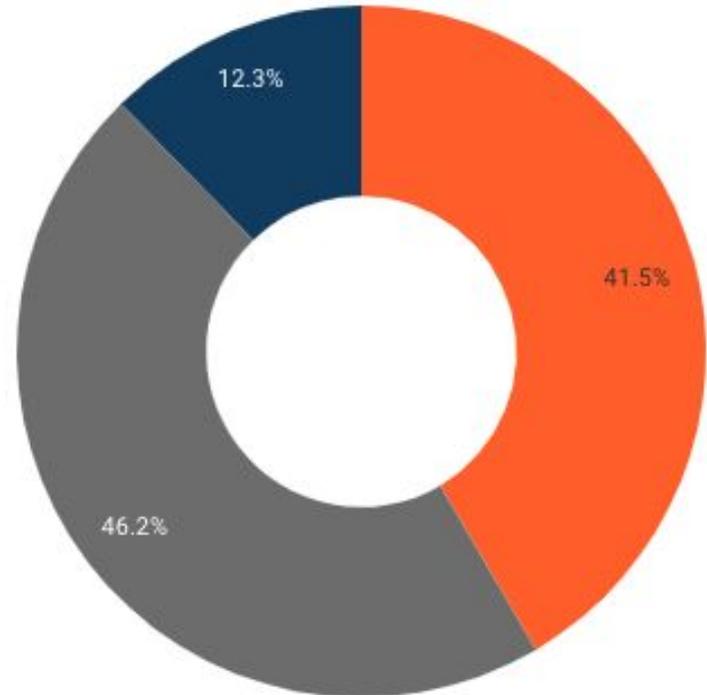
12.3%

Percent Urgent

6.2%

Average Message Length

429



● negative ● neutral ● positive





# Top Takeaways from Q1-Q2

- Communication:
  - Proactive, over-communication is necessary.
  - Drivers are hyper-aware of office staff working from home and are critical of that in communication shortcomings.
  - The hassle of playing phone tag when trying to deal with issues of immediate importance is a major stressor for drivers.
  - If they feel forgotten or unsupported, drivers are at higher risk for turnover.



# Top Takeaways from Q1 & Q2

- People is a polarizing theme.
  - Most positive, but is the second highest theme for urgent comments.
  - Drivers are very quick to shout out staff that went out of their way to help them with any issues they may have been facing, especially true when drivers may be dealing with personal matters.
  - The people (trainers, recruiters) that new recruits interact with have the opportunity to make or break that driver's outlook on the company.
- Drivers stay with companies that strive for personal relationships with drivers.
  - Appreciate when they don't have to wait for a call back, or when staff are available on holidays and after-hours.



# Top Takeaways from Q1 & Q2

- Carriers should be mindful of how comment themes are interconnected:
  - Logistics feedback is often related to pay.
    - Poor planning and long wait times have a direct impact on driver pay.
- Driver equipment should be routinely evaluated for effectiveness:
  - Including trucks and technology, like ELDs, GPS, and various communication softwares.



# Top Takeaways from Q1 & Q2

- New policies as a result of COVID-19 have a great impact and should be communicated with care:
  - Expressed lack of respect in regards to new policies surrounding safety mandates.. Many appreciate that new policies were put into place but feel that others are not taking the new policies seriously.
  - Mentions of longer wait times due to new procedures at customer locations. Even though this directly affects driver paychecks, there seems to be a high level of empathy and understanding among these comments.
- Morale as it relates to COVID-19 remains high:
  - Just under 80% of COVID-19-related comments expressed a sense of optimism and perseverance
  - Grateful for the efforts of the office and support staff that are working hard to keep them on the road
  - Some feel that working throughout the pandemic is a source of pride and teamwork.





# Empathy:

Show staff you are listening, working to get better, and that their voice matters.

# Appendix:



# Top COVID-19 Subthemes

Pay

Morale

Planning

Sanitation

Risk

Comment Count

385

Comment Count

357

Comment Count

309

Comment Count

306

Comment Count

282

Percent of Comments

23.85%

Percent of Comments

22.12%

Percent of Comments

19.14%

Percent of Comments

18.96%

Percent of Comments

17.47%

Average Satisfaction

4.9

Average Satisfaction

7.6

Average Satisfaction

5.88

Average Satisfaction

5.79

Average Satisfaction

5.01

Percent Positive

4.94%

Percent Positive

62.75%

Percent Positive

12.62%

Percent Positive

10.78%

Percent Positive

1.77%

Percent Urgent

0.52%

Percent Urgent

0.84%

Percent Urgent

1.94%

Percent Urgent

0.98%

Percent Urgent

3.90%



# Miles

## Miles

Comment Count

1,243

Percent of Comments

6.8%

Average Satisfaction

5.89

Percent Positive

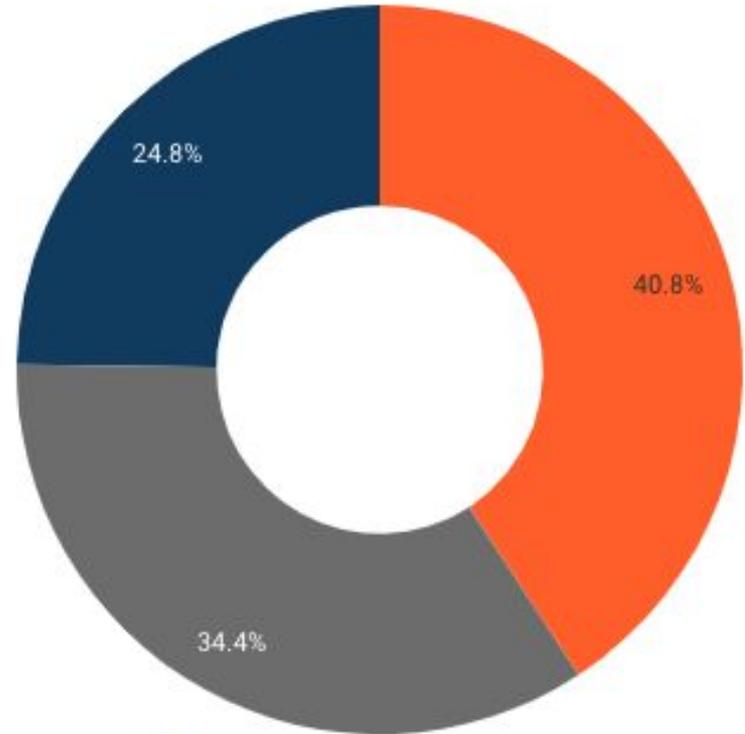
24.8%

Percent Urgent

3.6%

Average Message Length

256



● negative ● neutral ● positive



# Home Time

## Home Time

Comment Count

768

Percent of Comments

4.2%

Average Satisfaction

5.61

Percent Positive

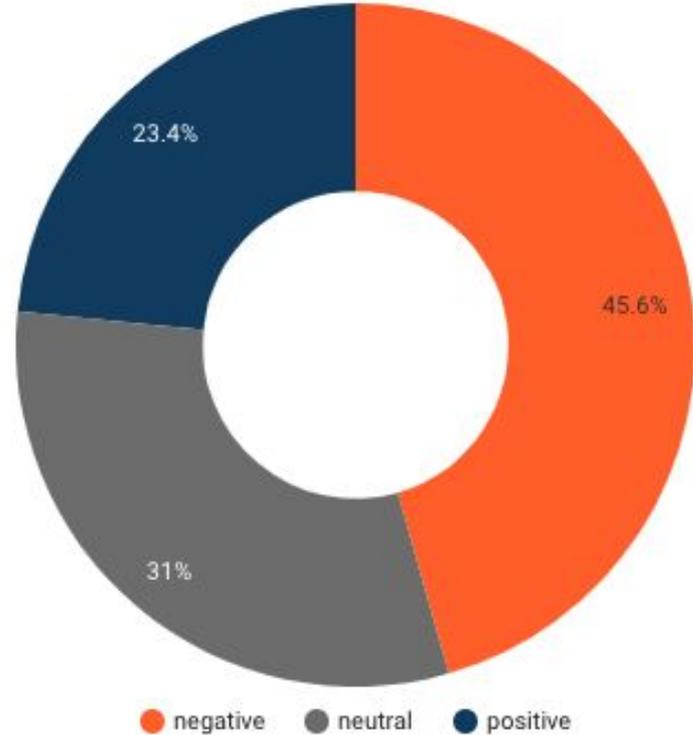
23.4%

Percent Urgent

3.6%

Average Message Length

315



# Benefits

## Benefits

Comment Count

402

Percent of Comments

2.2%

Average Satisfaction

6.06

Percent Positive

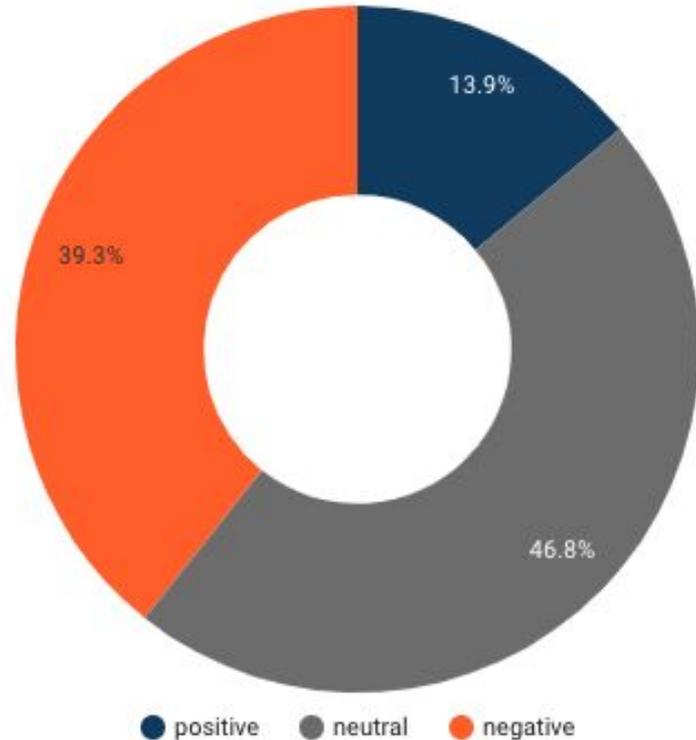
13.9%

Percent Urgent

2.5%

Average Message Length

290



# Safety

## Safety

Comment Count

442

Percent of Comments

2.4%

Average Satisfaction

5.37

Percent Positive

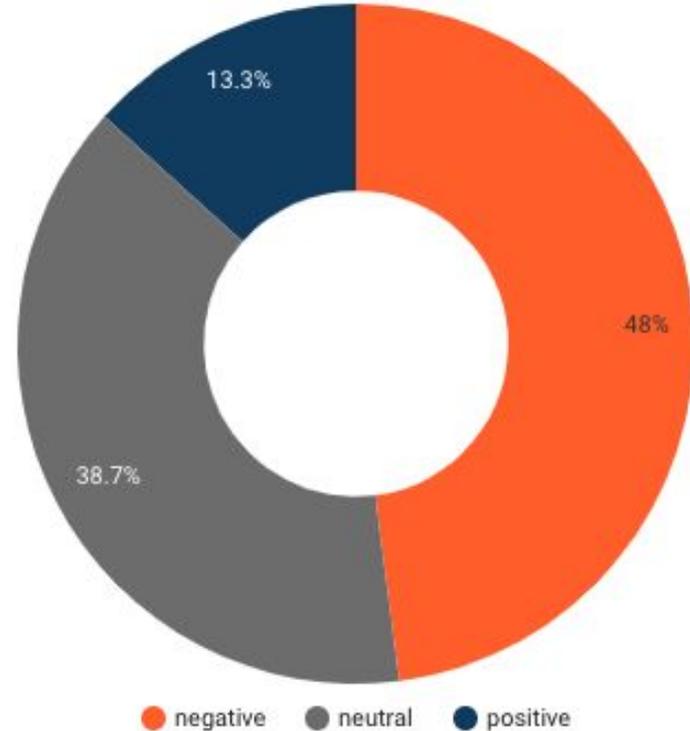
13.3%

Percent Urgent

4.8%

Average Message Length

463



# Training

## Training

Comment Count

439

Percent of Comments

2.4%

Average Satisfaction

6.87

Percent Positive

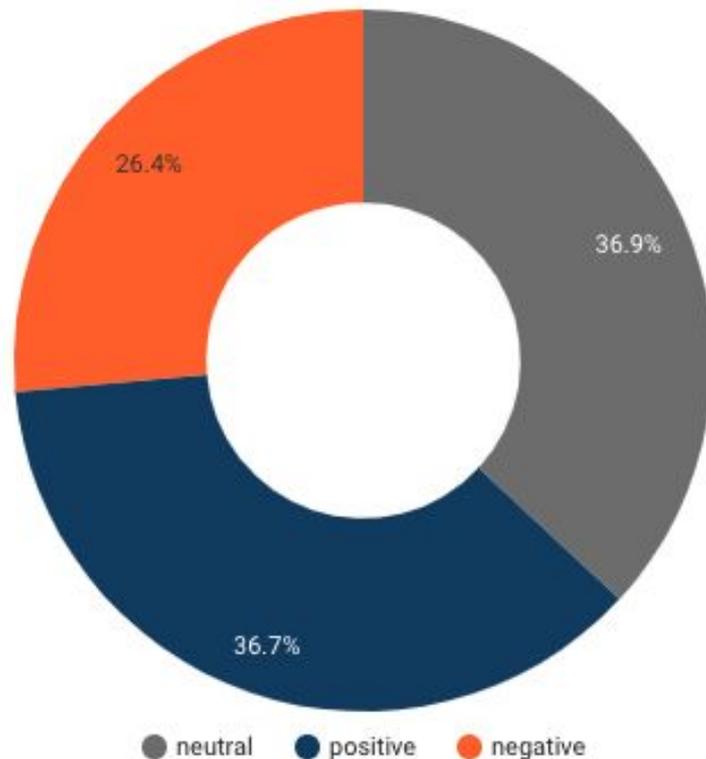
36.7%

Percent Urgent

1.8%

Average Message Length

363



# Trends from Less Frequent Themes

- Miles
  - Inconsistency / Having to ask for miles
  - Low miles loads
  - Zip code to zip code mileage
- Home Time
  - Missed special events
  - Burn-out
  - Home time cadence
  - Denied requests
- Benefits
  - Insurance costs
  - Spousal coverage
  - Rider policy
  - Benefits withheld



# Trends from Less Frequent Themes

- Safety
  - Civil unrest
  - Unjust infractions
  - Reporting unsafe drivers
  - Reporting unsafe facilities/customers
- Training
  - Additional training requested for ELD, load securement, backing
  - Low training pay
  - How to become a trainer with the company
  - Critiques of experience with trainer

