



2024: TOP FEEDBACK TRENDS IN TRUCKING

WORKHOUND'S ANNUAL REPORT:
EXPLORING THE BIGGEST ISSUES FACING
TODAY'S FRONTLINE WORKFORCE

INTRODUCTION

While hiring trends and retention statistics provide some context into labor markets, the team at WorkHound has long known that the best way to find out how workers are doing is to ask them.

Using feedback collected on the WorkHound platform in 2023, our latest workforce trend report considers the experiences, sentiments, and concerns of workers in logistics and transportation. This industry feedback comes primarily from truck drivers, but our analysis also covers some comments from their colleagues in logistics, maintenance, and warehousing.

By capturing these perspectives, we are able to learn more about the transportation industry as a whole, shedding light on critical issues and opportunities for positive change. The report aims to provide insight into the themes employees are discussing most so that employers can better understand the modern worker experience and continue to improve it.



OUR METHODOLOGY

We analyzed nearly 100,000 anonymous comments collected between January 2023 and December 2023 across more than 100 logistics and trucking companies, including private carriers, for-hire carriers, local carriers, regional carriers, and national carriers.



100,000
Comments

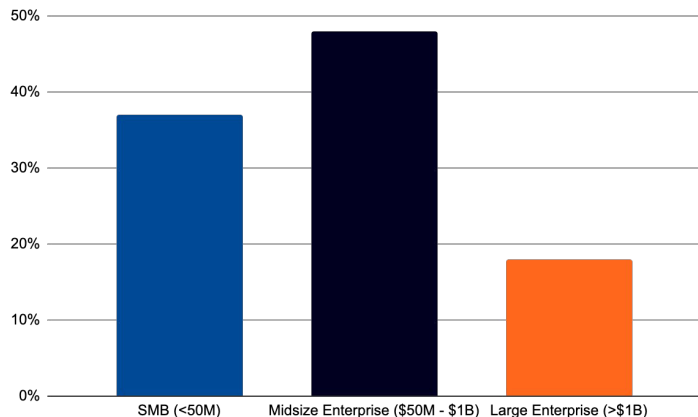


100+
Carriers



OUR METHODOLOGY

Carrier size by revenue



Every week, workers receive a text with a quantitative question asking them to rate their current job satisfaction on a scale of 1-10, and a qualitative question, encouraging them to elaborate on why they feel that way. The qualitative question is intentionally open-ended, allowing workers to express their thoughts freely without being guided toward a specific answer. All feedback is delivered anonymously and in real-time to capture honest and often actionable issues.

Leveraging AI, WorkHound identifies the relevant theme for each comment and conducts sentiment analysis to determine whether the sentiment is positive, negative, or neutral.

For this report, we analyzed the feedback gathered from January 1, 2023 to December 31, 2023, to identify the top 5 themes across all carriers, along with the sentiments associated with each theme. We also further explore subthemes of feedback within the top themes, helping unveil insights from 2023 that can help leaders plan for 2024 and beyond.



2023 YEAR IN REVIEW

2023 was a year marked by a freight recession, driven by changes in consumer spending, high retail inventories, and increased operational costs, a ripple effect from the COVID-19 pandemic's economic aftermath. The bankruptcy of long-standing Yellow Corp. drove uncertainties industry-wide, impacting thousands of employees and igniting union-management disputes.

However, 2023 also showcased the industry's resilience and innovation, particularly in infrastructure. There was progress in addressing the chronic truck parking shortage, thanks to federal funding initiatives that helped drive creation of new spaces. The sector also saw significant mergers and acquisitions, proving the industry remains agile and adaptive.

Adding to the year's highlights, pop icon Taylor Swift made headlines by generously giving 'life-changing' \$100,000 bonuses to the truck drivers of her Eras Tour, a gesture that underscored the vital role and hard work of those in the industry.



CHALLENGES

- Freight recession
- Yellow Corp. bankruptcy
- Union disputes



PROGRESS

- Federal funding initiatives to create parking spaces
- Significant mergers and acquisitions

2023 YEAR IN REVIEW

In 2023, feedback from workers reflected the impacts of these issues and industry dynamics. The top five most frequently mentioned themes in feedback were People, Logistics, Equipment, Pay, and Praise, in that order. The year saw a notable shift towards People as a leading central theme, reflecting a heightened focus on workplace collaboration, team interactions, and interpersonal relationships.

Terms like 'support', 'management', and 'communication' were hot topics this year, and **'unions' saw a 17% increase in mentions from 2022.**



2023 YEAR IN REVIEW

Here are some of the other top keywords mentioned in 2023. These terms popped up in both positive and negative feedback and highlight important nuances in the modern worker experience.



RAISE

Workers want to be paid more. The idea of a pay raise also reflects a broader sentiment about the value placed on their work and the perception of fair compensation.



WEATHER

This term's prominence underscores how external factors like weather can significantly impact job performance and worker well-being in frontline work.



SLEEP

The prevalence of sleep as a mentioned part of feedback is a reminder that frontline workers are challenged to get adequate rest, especially in shift work and transportation.



PAYROLL

Payroll comments most often relate to timeliness, accuracy, or understanding of wages and payments, highlighting the importance of reliable systems and clarity in communications.



BREAKDOWN

Operational or equipment failures have a significant impact on productivity, efficiency, and worker satisfaction.



PLANNING

Poor planning and logistical issues lead to a cascade of workplace inefficiencies and frustrations.



LOST

This interesting keyword overlaps several contexts, including lost time, lost drivers, being 'lost' metaphorically (especially when new to the job) and 'lost' literally.



FEELING

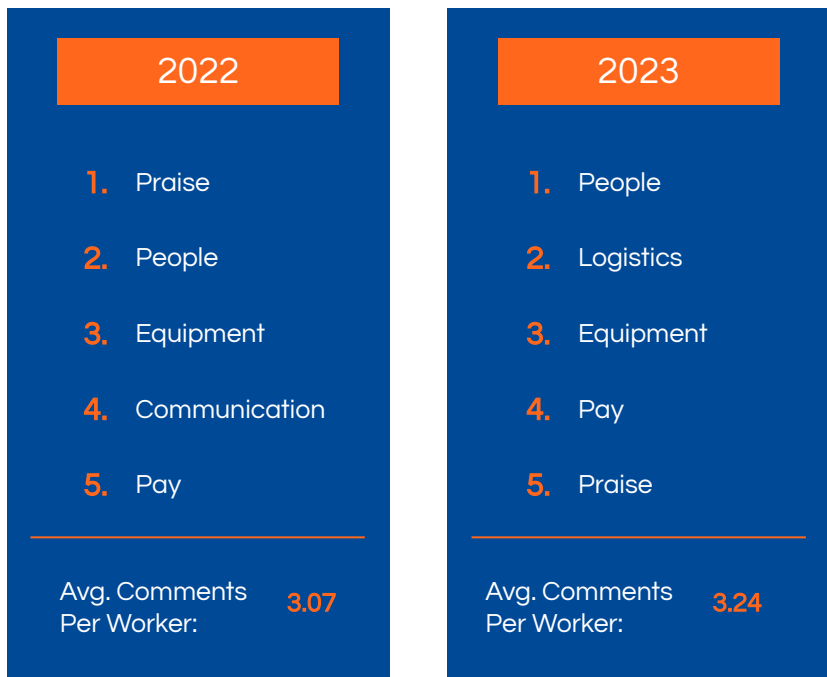
Given the opportunity, workers are vocal about their emotional experiences, whether positive or negative.

2023 YEAR IN REVIEW

A visual look at some of the most frequently used keywords and phrases in 2023, demonstrating the diverse experiences, challenges, and priorities for today's workforce.



COMPARING 2022 AND 2023



Worker satisfaction levels remained essentially unchanged, with a minor fluctuation in the average rate from 6.56 in 2022 to 6.57 in 2023. However, the slight increase in average comments per worker from 3.07 to 3.24 suggests a growing willingness — or need — among employees to share their thoughts and concerns.

The volume of feedback about People, Equipment, and Pay remained relatively steady in 2023 as well. Notably though, Praise dropped from the top theme in 2022 to the 5th in 2023, while Logistics jumped from position 6 in 2022 to 2 in 2023. Post-pandemic market conditions and supply chain disruptions continued to drive inefficiencies in 2023, and the jump in feedback volume about logistics indicates these complications hit the frontline workforce particularly hard.



2023 TOP 5 FEEDBACK THEMES



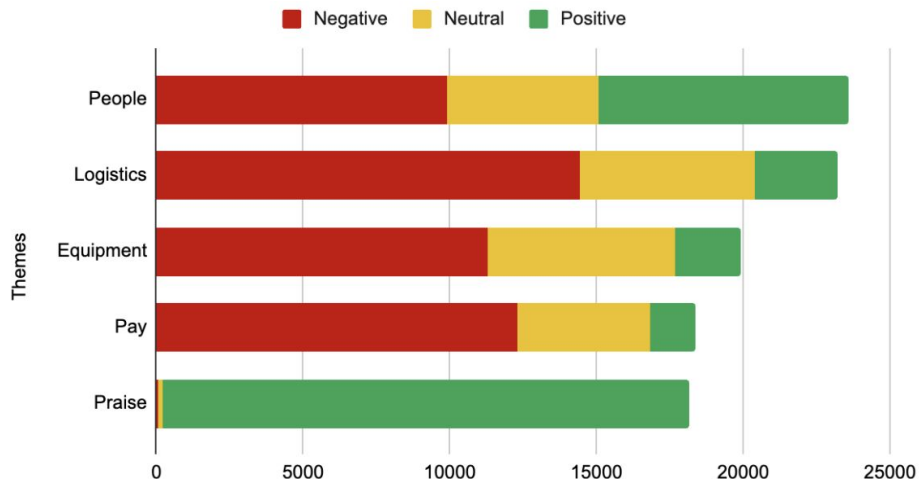
2023 TOP 5 FEEDBACK THEMES

This segment of our report is focused on analysis of the trends themselves. In it, we look closely at feedback in the context of external factors and general sentiment.

Positive sentiment is characterized by feedback that expresses gratitude, enthusiasm, and enjoyment for work and colleagues.

Negative sentiment points to issues that negatively impact workers and their work experience. But it's worth noting that feedback with negative sentiment is not necessarily negative in tone. On the contrary, these comments are often quite constructive, offering helpful suggestions and potential solutions to problems.

Top 5 Themes and Associated Sentiments



1. PEOPLE



1. PEOPLE

The top theme of worker comments in 2023 was People. In a post-pandemic world, this is perhaps unsurprising. Employees are looking for purpose, and the people who comprise their work experience are a big part of it. Not only that, workers in transportation, warehousing, and logistics industries are often separated from other aspects of business, making them reliant on others to maintain a connection with the rest of operations.



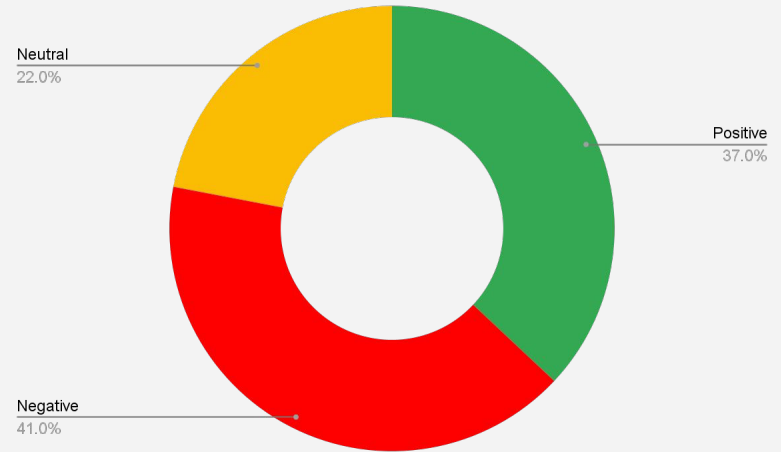
2023 Top
Theme

1. PEOPLE

Frontline employees don't always see colleagues every day or even every week. So, when there are connections, between drivers and dispatchers, for example, employees want them to be solid, reliable, and helpful. When they are, feedback is typically full of praise, recognizing the efforts of others. And it's worth noting: This praise was not in the absence of operational issues, but actually because of them — when problems surfaced, workers were quick to point out who helped and improved the situation.

When these connections break down, however, it has a domino effect on the worker experience, causing a multitude of other problems. In these cases, feedback about people reflects a range of issues, from operational challenges to interpersonal problems, including dissatisfaction with management, communication gaps, and a general feeling of disrespect and undervaluation.

People Feedback by Sentiment



POSITIVE SUBTHEMES

Team dynamics

Employees are happy to recognize someone who helps them, and seem to genuinely enjoy showing gratitude for the support they receive.

Support

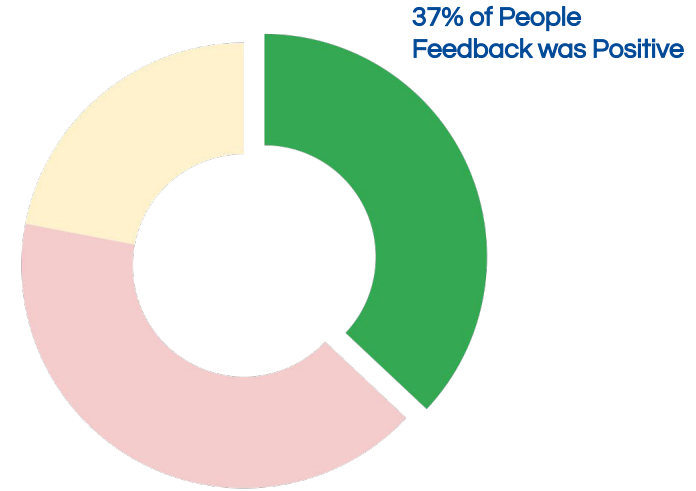
It's also evident that, when issues arise, having responsive and understanding management can make a significant difference in a worker's experience.

Effective management

Many employees express gratitude and satisfaction with their colleagues and managers. These commenters often say they feel supported and listened to, and appreciate the attentiveness of their superiors. The presence of effective communication and the willingness of management to address concerns and provide solutions are frequently mentioned.

Work-life balance and job satisfaction

Employees express satisfaction with their roles, citing factors like keeping busy, having consistent work, and enjoying good home time. The balance between work and personal life is highly appreciated.



IN THEIR OWN WORDS

“

My current DM is fantastic. She is an attentive manager who knows when to ask questions. She doesn't micromanage as long as you're doing what's required. Always on top of her duties, quick to answer questions or find the information needed. She prioritizes driver well-being and emphasizes safety.

“

I got sick recently and couldn't come to work. Night dispatch gave me every trick under the sun to help with food poisoning. Worked at other jobs before and no one really cared, they just wanted to know when you could return to work. My fleet manager was very patient. So far I like working here.

NEGATIVE SUBTHEMES

Operational inefficiencies

Operational issues such as poor planning, inefficient load assignments, and issues with maintenance and equipment can drive a wedge between the workforce and management. Workers often feel these inefficiencies impact their ability to work effectively and safely.

Management

A common thread, especially in logistics and trucking, is a call for better management, particularly middle management, suggesting a disconnect between workers' expectations and the support they receive.

Dispatch

Dispatch-related concerns are notably prevalent, with workers voicing frustration over communication gaps that impact their work and schedule.

Financial impacts

Workers mention the financial impact of operational decisions, such as inefficient routes affecting their earnings or inefficient processes affecting their production.

Respect

Many workers share similar perceptions of disrespect and lack of appreciation within the workforce. They point to various examples ranging from intimidation and threats from management to untruthful training promises and poorly trained colleagues, driving a pervasive feeling that they're being taken advantage of.



41% of People Feedback Was Negative

IN THEIR OWN WORDS

“

First, calling dispatch is a pain; every time I hit 1, the call just drops, super frustrating. Second, when I call night dispatch and my cover manager's on lunch, the person picking up should help instead of telling me to call back later. We need some support! Third, if the company wants us to use their GPS, why not pay us by the miles? Sounds fair to me. And lastly, our computers need an upgrade; they keep shutting down when we're near major cities. Any thoughts on these?

“

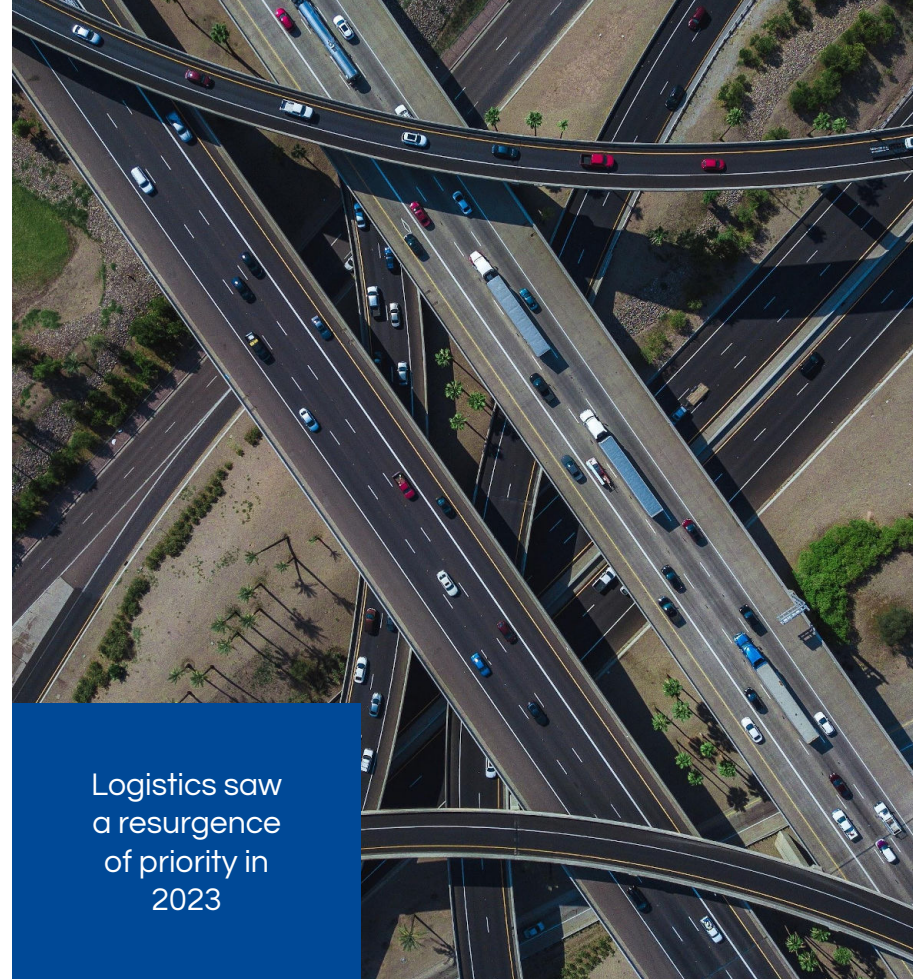
My Driver Manager is always there for me, which I appreciate. However, I've noticed some drivers lacking professionalism at shippers and receivers. Examples include torn clothing, drivers in flip-flops entering customer offices, and not following site requirements. It's important because there's intense competition, and our actions impact the company's reputation. I believe maintaining professionalism is crucial to be seen as a reliable and professional carrier.

2. LOGISTICS



2. LOGISTICS

The theme of Logistics saw a resurgence of priority in 2023, reflecting the nuances of the employee experience in frontline work. In many cases, frontline workers end up at the mercy of efficiency. When logistics run as intended, so can employees. When they don't, it completely undermines the worker experience, disrupting even small tasks.



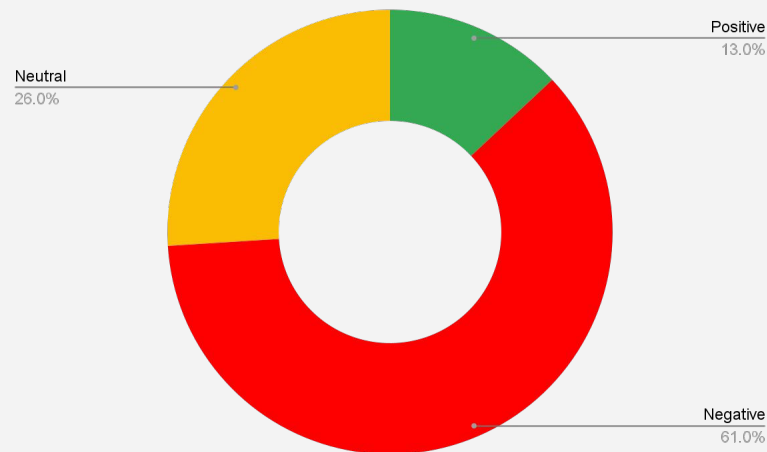
Logistics saw
a resurgence
of priority in
2023

2. LOGISTICS

Simply put, poor logistics cost workers time, money, and morale. In these cases, worker feedback highlights problems with load management, scheduling, technology issues, equipment, and compensation concerns due to unnecessary wait times and poorly planned travel.

Conversely, when things are managed well, problems are solved quickly, and work runs efficiently, workers share gratitude and praise for consistency, supportive dispatch, and effective management teams, often making an explicit connection between good logistics and their financial stability.

Logistics Feedback by Sentiment



POSITIVE SUBTHEMES

Consistency

Many workers express satisfaction with consistent mileage and loads, often referencing gratitude for financial stability.

Efficient operations

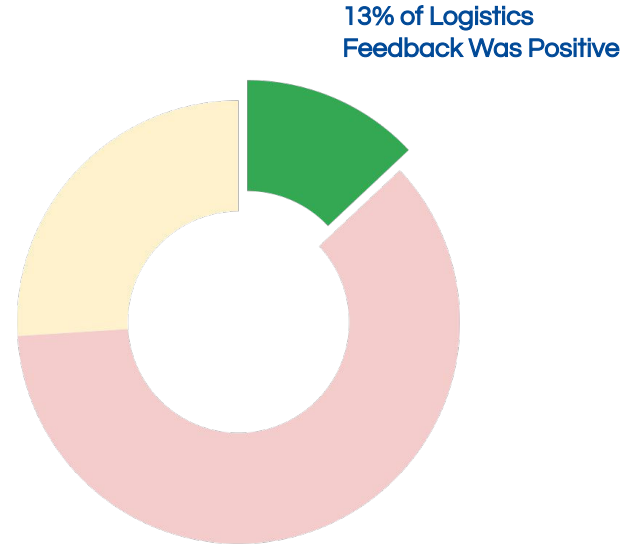
Efficient operations contribute significantly to worker satisfaction and overall productivity.

Supportive dispatch and management

There's a notable appreciation for supportive dispatch and management teams. Workers value being kept consistently busy and appreciate when issues are promptly addressed.

Flexibility and autonomy

Autonomy is a common theme in positive feedback surrounding Logistics, particularly in choosing loads or planning routes. Workers appreciate this level of control over their work, and it is strongly tied to increased job satisfaction.



IN THEIR OWN WORDS

“

Having fast updates on loads in-route changes, helps delivery run more efficiently.

“

Schedule is great and since we added the 2nd trailer, it has cut down unload and reload time!

NEGATIVE SUBTHEMES

Load management and planning issues

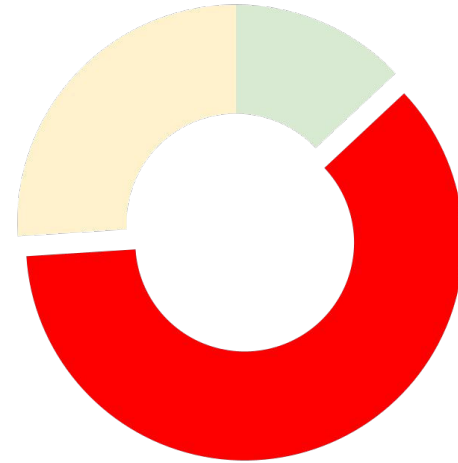
Workers vented frustrations with load assignments and planning, pointing out the need for more efficient operational strategies.

Communication gaps

Lack of communication and/or miscommunications between drivers, dispatchers, and management add significant frustration, especially for deskless workers.

Work-life balance, personal concerns

Many of the voiced concerns talk about how poor scheduling is impacting workers' personal lives, often accompanied by feelings of disrespect and a sense of being devalued.



61% of Logistics Feedback was Negative

IN THEIR OWN WORDS

“

I'm upset because I've been sitting for 3 days waiting to deliver, but the shippers closed. {My Company} wants us out working on holidays, but most shippers and receivers are closed Saturday, Sunday and Monday. I'm under load so no layover pay.

“

Drivers should not be asked to sit 2 hours for a pick up without detention or layover pay. There should be a PTO policy or a flexible schedule to accommodate our work life balance. There should be a pay increase and an increase for stop pay. The account should offer additional pay for a refrigerated load.

3. EQUIPMENT



3. EQUIPMENT

Feedback about Equipment in 2023 reflects growing concerns from workers about the physical tools, technology, and machinery essential for efficient workplace operations. From manufacturing to transportation to logistics and even in-office administration, every workplace relies on well-maintained equipment.

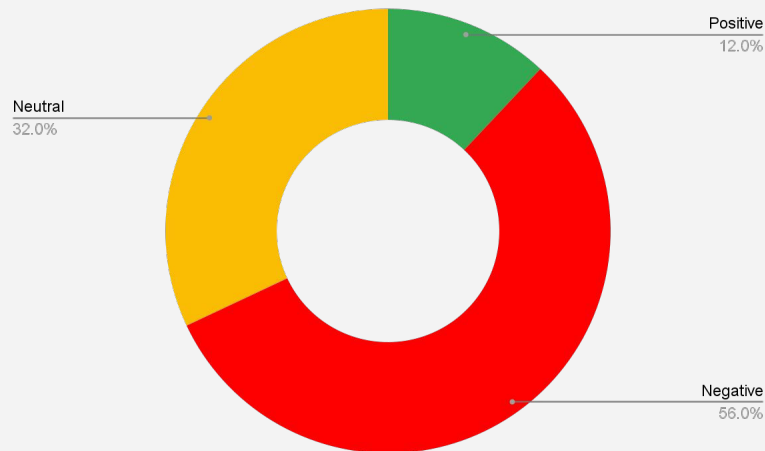


Growing concerns from workers about the equipment for efficient workplace operations

3. EQUIPMENT

In this theme, we once again see demonstrated consistency from worker feedback on what they appreciate versus what creates frustration. Positive feedback often centered on the quality and reliability of equipment, acknowledging the company's investment in maintaining high standards. But when equipment problems developed, so did negative feedback, which pointed to reliability problems, maintenance challenges, and the impact these issues have on work and morale.

Equipment Feedback by Sentiment



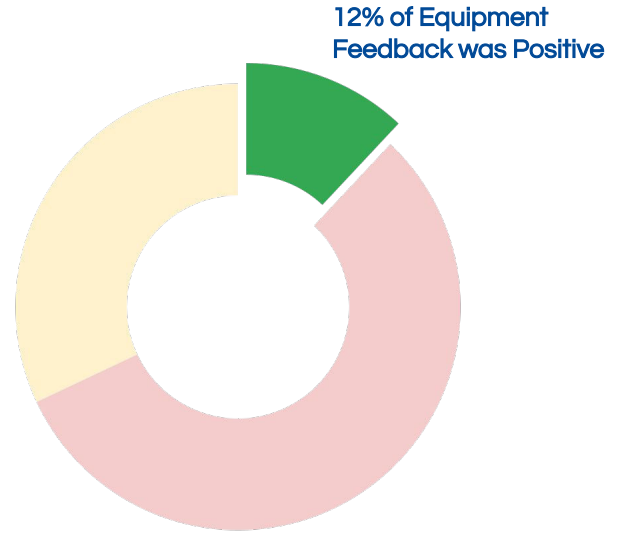
POSITIVE SUBTHEMES

Quality of equipment

When made available, workers share appreciation and gratitude for high-quality equipment, tools, and resources.

Supportive maintenance staff

Recognition of efficient maintenance staff indicates the value of responsive and skilled support teams.



IN THEIR OWN WORDS

“

New truck is superb! With heat/air without idling tractor, seat back massager, Sirius/XM radio and warning systems for sides of tractor/trailer as well as the lock up brake system to prevent you from rear ending another vehicle!

“

Thanks for putting in the Dclimate systems in the new trucks. Feel like I've died and gone to heaven. Have waited 18 years for this optimized idle. Kit will pay for its fuel savings and driver retention. We can now be comfortable in the heat or cold! And not idle!

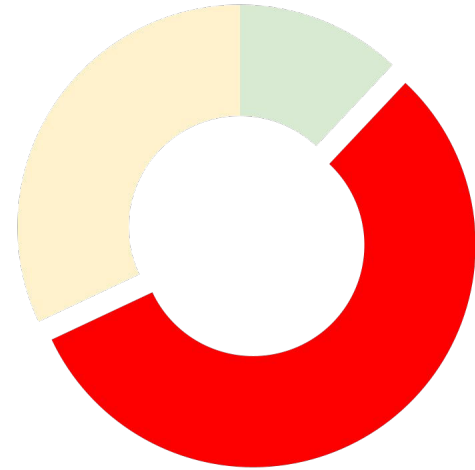
NEGATIVE SUBTHEMES

Equipment reliability and maintenance issues

Concerns about frequent breakdowns and safety issues drive worker concerns and frustrations.

Impact on work efficiency

Employees want to work. When they can't due to equipment-related delays, it's upsetting and stressful — especially when there are financial consequences for wasted time.



56% of Equipment Feedback was Negative

IN THEIR OWN WORDS

“

Driving the oldest trucks I've ever seen, my daily truck has racked up 1,500,000 miles, desperately needing various replacements. It feels like I'm a caveman on the highway with this dinosaur of a truck. Lacking an inverter refrigerator/can't plug things in, means relying on fast food, a struggle for anyone unfamiliar with long-haul trucking. Always getting the hand-me-downs makes it challenging for us. Driving in windy conditions with outdated equipment is no longer suitable for me. I'll start exploring other job options ASAP.

“

{My company} road service does not want to help drivers when they have a problem. My truck had the coolant alarm going off. I was told that they were notorious for the sensors going out and to find a shop to have it disconnected. They left it up to me the driver. I got it disconnected, and took it to a shop the next day. The problem was a coolant leak. Which would have been bad on the road. What kind of road service leaves it up to the driver to find their own shop to go to? Much less not be concerned that there was a coolant problem? That's unacceptable to me.



4. PAY



4. PAY

Pay continued to be a significant area of discussion in 2023, reflecting employees' concerns about financial stability and compensation, especially in a sometimes-volatile economic environment. The focus on pay reminds us of the vital role compensation plays in overall job satisfaction and employee retention.



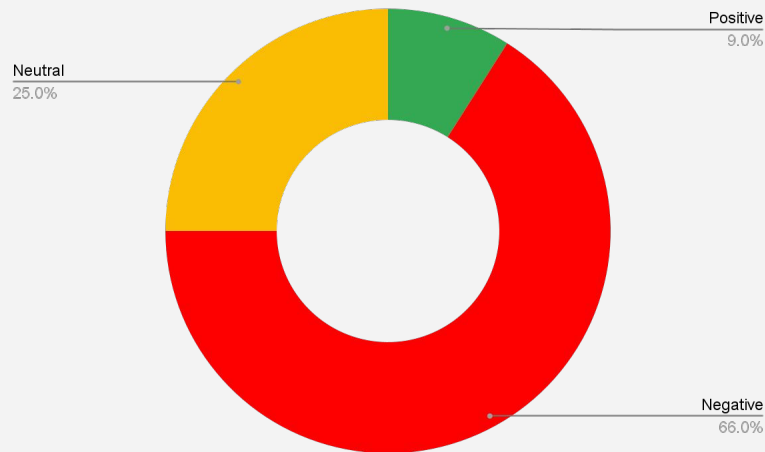
Employees are concerned about financial stability and compensation

4. PAY

Pay is a complicated theme in that it overlaps many of the other top themes, heavily prevalent as a subtheme throughout feedback. This also demonstrates that the conversation around compensation is not exclusively on a paycheck. Feedback about pay is often intertwined with company culture, both positively and negatively, where employees tie value and respect to their role in the company. Pay is a reflection not only of a job well done, but also how much the company values the employee.

Pay can also be confusing, especially in frontline work like trucking where it can change based on mileage, route, and other factors. Many of the raised issues centered on lack of transparency and clarity, with workers confused about payment amounts, frequency, and more.

Pay Feedback by Sentiment



POSITIVE SUBTHEMES

Satisfaction with compensation

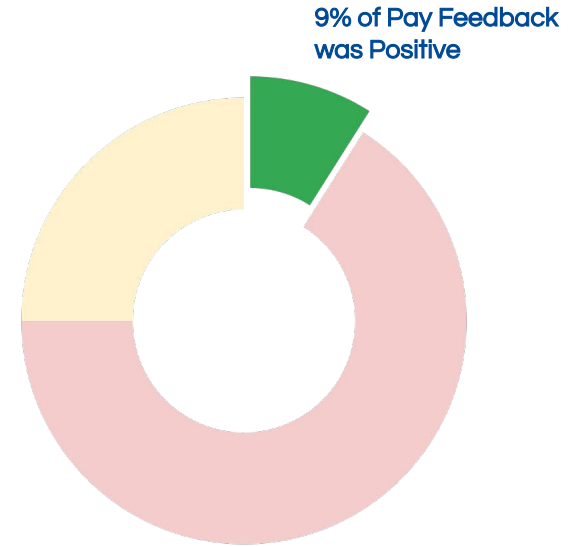
Workers are happy to express their satisfaction when they feel they are valued and are paid fairly.

Positive company culture

While fair pay matters, many conversations around pay also focus on the company culture, sharing personal stories and expressing thanks and appreciation.

Consistency

Follow-through gets a big thumbs-up from workers, who appreciate seeing their paychecks as well as bonuses, overtime, or other specialized pay materialize as promised.



IN THEIR OWN WORDS

“

The payroll department has not made a single mistake in 2 years on our checks. They work hard for us and we would like to thank them.

“

In my opinion, the weekly pay break-down in the app couldn't be more clear. It's a fairly transparent set-up.

NEGATIVE SUBTHEMES

Dissatisfaction with compensation levels

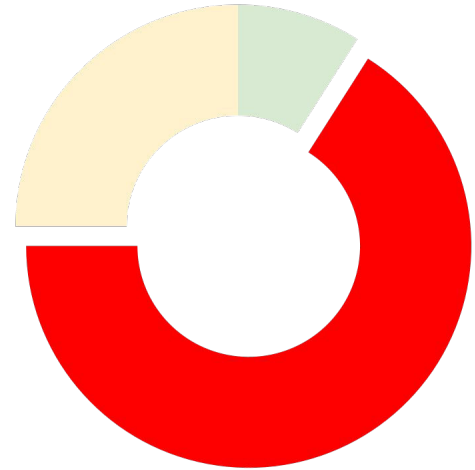
Many workers feel they're not compensated fairly. While they do point to paychecks and amounts, negative pay feedback is also often paired with general dissatisfaction and a perception that they are devalued in the eyes of the company.

Payroll inconsistencies and transparency issues

One of the biggest drivers of dissatisfaction is the inconsistency workers experience with their pay. Sometimes this is a processing error and sometimes it is a misunderstanding. Either way, it demonstrates the need for clearer communication and more reliable payroll processes.

Broken promises

This subtheme is unfortunately riddled with stories of bogus guaranteed minimums, misleading claims about mileage and bonuses, and other empty promises about pay that never makes it into the paycheck.



66% of Pay Feedback was Negative

IN THEIR OWN WORDS

“

Things are still not being transparent with the drivers. I do not like not knowing when my pay will change. This is my livelihood and I do not want to bring home less than what I felt I should have made for the week because my pay was changed without me being informed properly. Also I've become a broken record about how I feel with the secrecy and generic explanations about this forever transition and this stagnant pay.

“

Still having problems with my settlements and all my dates are off and fuel amounts are not mine. This is very disappointing. I used to recommend this company but now I definitely will not. I feel like the other system was way more transparent. It's to the point where I don't know if I will ever be paid correctly. The sad part is when you call settlement they also have a lack of information and can't really help.

5. PRAISE



5. PRAISE

The prominence of Praise reflects a growing trend towards a more inclusive and appreciative work culture. It debuted as the top trend of 2022, and while it dropped a few spots, still remained a prevalent theme in 2023.

Like Pay, the theme of Praise overlaps our other top trends. When people are mentioned positively, it's often accompanied by praise. When workers get to use reliable equipment, they are happy to share their gratitude. When logistics go smoothly, they're genuinely appreciative and more than willing to say so.

In a year marked by tough markets and a freight cycle slowdown, it's encouraging to see Praise still make the cut as a primary theme out of nearly 100,000 comments. As we did in 2022, our analysis attributes much of this to the idea that employees are simply modeling the behaviors they appreciate most from their employers.



Praise reflects a growing trend towards a more inclusive and appreciative work culture

FEEDBACK SUBTHEMES

Positive Workplace Culture

Employees appreciate the team dynamics and the sense of belonging and unity within their teams. Collaborative and inclusive work environments make people happier at work, and they repeatedly say so in positive feedback.

Appreciation for Supportive Management and Leadership

Many employees express gratitude towards their managers and leaders, highlighting effective leadership, supportive behavior, and commendable crisis management.

Employee Well-Being

Many comments point out that their company is not just focused on work output but also cares about the well-being of its employees.

Effective Training and Onboarding

New hires and existing employees appreciate effective training and onboarding processes, pointing to well-structured and informative processes.

Opportunities and Professional Growth

Employees express satisfaction with the company, mentioning opportunities for learning, growth, and career advancement.

100% of Praise
Feedback was Positive



IN THEIR OWN WORDS

“

Nobody is perfect and I'm sure I could come up with a complaint if I tried hard enough, however, I find many more positive things come to mind when I think of this company. So all I can say at this time is GOOD JOB!

“

Thankful for a good team and supervisors that listen and care. They know and respect me. They give me freedom to be me but push me forward with opportunities to grow and help make the company better.

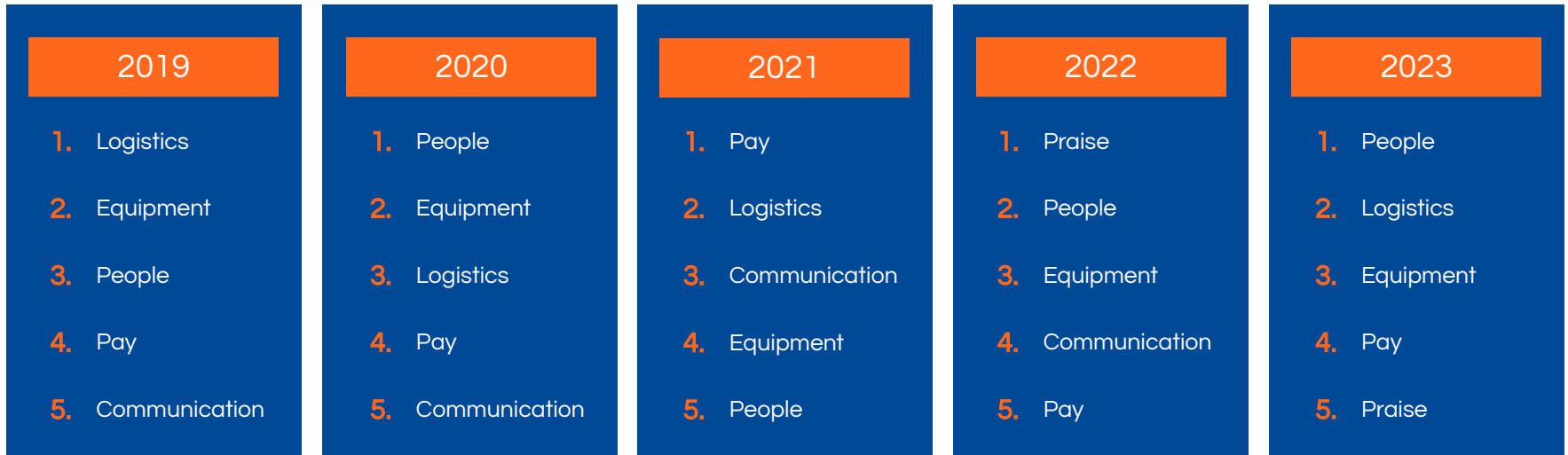
EMPLOYEE FEEDBACK TRENDS: A FIVE-YEAR RETROSPECTIVE



EMPLOYEE FEEDBACK TRENDS: A FIVE-YEAR RETROSPECTIVE

Over the last five years, the workforce has collectively gone through cultural whiplash, jumping from health scares and shutdowns to reopens and reorganizations, remote work to in-office to hybrid and beyond. It's been a wild time to be in business, both for employers and employees. Here's how those experiences have shaped trends in employee feedback.

Top Theme Rankings, 2019-2023



EMPLOYEE FEEDBACK TRENDS: A FIVE-YEAR RETROSPECTIVE

2019



LOGISTICS, EQUIPMENT, PEOPLE, PAY, COMMUNICATION

Pre-pandemic markets hold steady in the last of the “normal” years, and worker feedback is focused primarily on operational issues. Concerns over Equipment and Logistics are the loudest while workplace dynamics surrounding People, Pay and Communication also stay relevant.

2020



PEOPLE, EQUIPMENT, LOGISTICS, PAY, COMMUNICATION

COVID-19 emerges and there’s new emphasis on health, safety, job security, and new work norms as frontline industries bear the brunt of the challenge and risk. Operations stay prevalent but are now viewed through the lens of pandemic-related hurdles and supply chain disruptions, giving People and workplace relations new prominence.

2021



PAY, LOGISTICS, COMMUNICATION, EQUIPMENT, PEOPLE

COVID-19 challenges linger on and industries do their best to adapt. Pay emerges as the top theme amid the impacts of rising inflation and cost-of-living concerns. Logistics remain highly relevant and Communication gains speed, proving the rapidly changing work environments are taking a toll on employees.



EMPLOYEE FEEDBACK TRENDS: A FIVE-YEAR RETROSPECTIVE

2022



PRAISE, PEOPLE, EQUIPMENT, COMMUNICATION, PAY

New norms have set in. Supply chain disruption continues and freight enters the late-cycle phase. Interestingly, Praise emerges as a new leading feedback theme, suggesting an evolving workplace culture focused on recognition, belonging, and employee well-being.

2023



PEOPLE, LOGISTICS, EQUIPMENT, PAY, PRAISE

Global markets flex and inflationary pressures continue. Logistics and Equipment stay relevant, but as labor relations grow tense and unionization rules evolve, workplace dynamics take center stage, putting People atop the feedback themes once again.

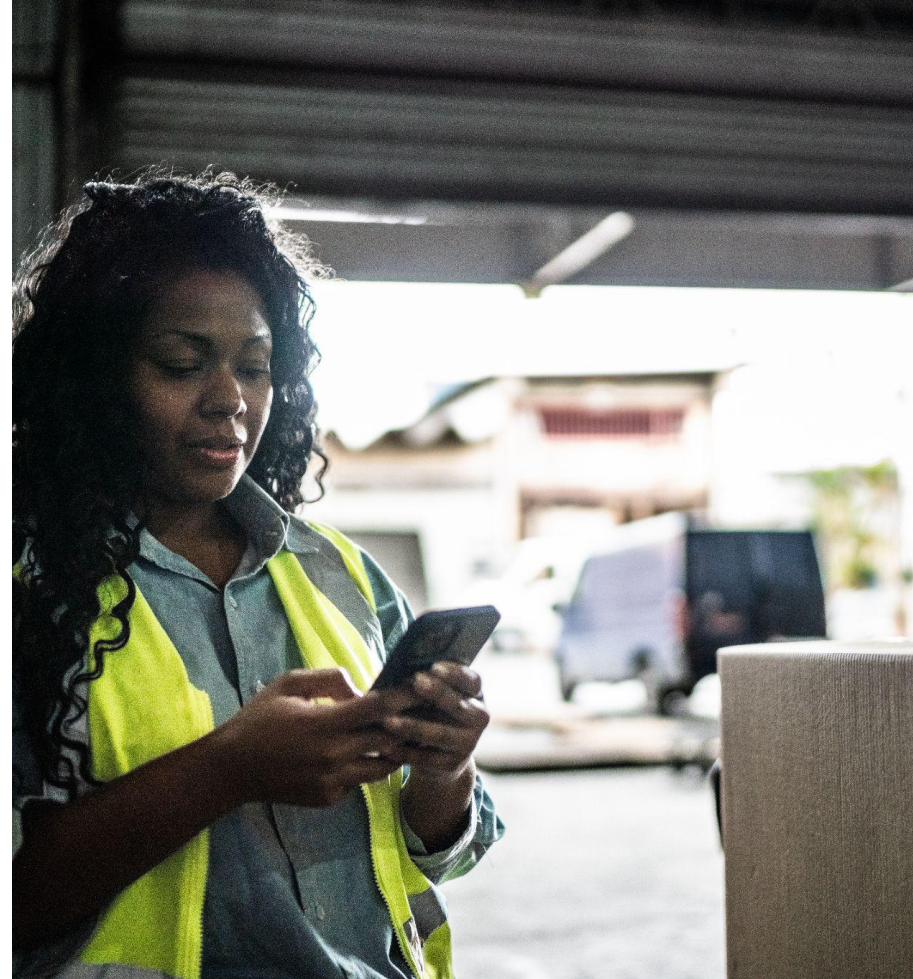


HOW LEADERS USE REAL-TIME FEEDBACK TO BUILD A CULTURE OF TRUST AND IMPROVEMENT



HOW LEADERS USE REAL-TIME FEEDBACK TO BUILD A CULTURE OF TRUST AND IMPROVEMENT

The modern workforce requires a dynamic approach to engagement and feedback. By looking at worker feedback with context and empathy, we find a few key areas of focus that will help today's employers not only resolve workplace issues, but also build a culture of trust, responsiveness, and continuous improvement.



HOW LEADERS USE REAL-TIME FEEDBACK TO BUILD A CULTURE OF TRUST AND IMPROVEMENT



Communication and Transparency:

So many of the challenges modern frontline workers face are the result of miscommunication or unclear information, which pervades everything from pay to relationships. Clear communication is essential in maintaining a responsive and engaged workforce that understands what is expected of them and can reliably know what to expect from their employer.



Real-time, Honest Feedback:

Real-time feedback identifies issues before they escalate. It also keeps a finger on the pulse of the workforce. With WorkHound's anonymous platform, employees open up even more, engaging honestly with their company, knowing their feedback — and not their identity — will be the focus. This immediate insight into the workforce's sentiments and experiences allows leaders to make timely and effective changes as needed.



Active Engagement and Empathic Response:

When workers feel heard, it boosts morale and commitment. Addressing feedback with empathy, even when direct changes aren't feasible, also helps in building trust and understanding. Broadcast messages are a tool for creating this feedback loop, letting the workforce know their feedback is valued and useful.

HOW LEADERS USE REAL-TIME FEEDBACK TO BUILD A CULTURE OF TRUST AND IMPROVEMENT



Dig Deeper When Needed:

Leaders can also respond to feedback with one-time messages to individual comments or open an anonymous chat. Some issues call for a 2-way conversation, but maintaining anonymity is still important — and WorkHound chat is super effective. Data shows that, when leaders initiate a chat in response to feedback, the employee's issue is resolved in the chat 90% of the time.



Willingness to Change:

Embracing new practices to support and elevate workers can create a win-win situation for all involved. Conversely, resistance will most often result in the persistence of existing problems.



Repetition as a Strategy:

Consistent and repeated communication keeps employees and managers on the same page, especially in large and diverse workforces. Repetition in messaging helps in reinforcing policies, changes, or important announcements, ensuring no employee is left uninformed.



To discuss this report in more detail, explore additional themes of feedback in 2023, or learn more about real-time workplace feedback, [contact us anytime.](#)