



The Bestway Culture: How Company Culture can Increase Retention



(800) 777-4668 | PO Box 728
bestwayexpress.com | Vincennes, IN 47591

Building A Company Culture

Bestway strives on providing its employees with a family, friendly environment. This is present and felt daily within the company offices. Our challenge is marketing this family atmosphere to those on the road or in the community. Social Media was our driving force.

Watch us on

You Tube



Find us on
Facebook



Review us on
Google+



Follow us on
Instagram

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Bestway
EXPRESS, INC.

The Bestway Brand

By building the Bestway brand as a family environment, it gives us a uniqueness in the marketing area. We are not just a trucking company, we are a family. Through increased social media posts and company wide involvement our brand platform is growing in the right direction.



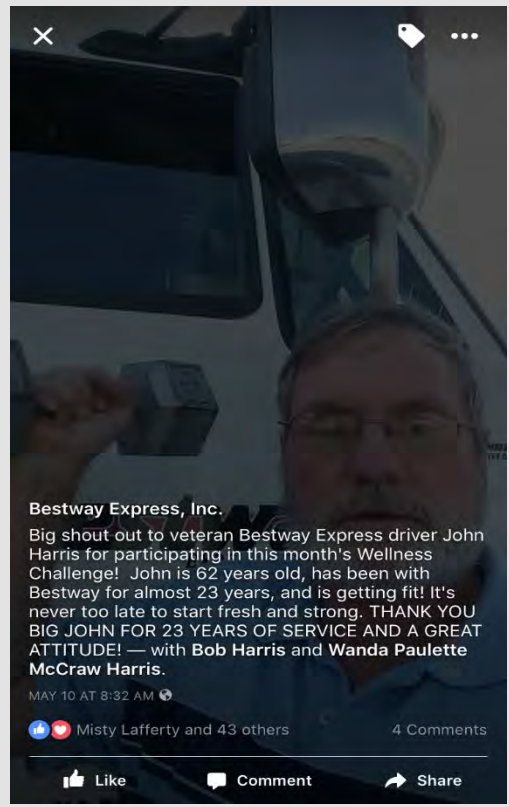
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Social Media Posts

- Meet the Team Monday
- Monthly Wellness Challenge



- Real people, real pictures
- Paid advertisements for jobs



FaceBook Analytics

Weekly Total Reach	81.4K	48.0K	↑69.8%
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**WE ARE HIRING, HOME DAILY ROUTES & MORE!
CALL OUR RECRUITER TODAY
800-777-4668 EXT 126**

Bestway EXPRESS, INC.

18 6 Shares

Like Comment Share

2,921 people reached >

555 Organic Reach | 2,453 Paid Reach | 33 Post Clicks

Join our crew! We're hiring Class A CDL drivers who want to earn a living a still have a life outside the truck! Hopkinsville, KY - Nashville, TN - Georgetown, KY - Madisonville, KY - Vincennes, IN - Princeton, IN - Evansville, IN - give us a shout at 800-777-4668 ext 168!!

52 8 Comments 8 Shares

Like Comment Share

8,387 people reached > View Results

People Engaged	2.07K	783	↑164.1%
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Total Page Likes	768	751	↑2.3%
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What sets us apart from the cliché? Most in business would not go the extra mile, we believe that the retention lies within that extra mile!

1. Seek and acquire housing
2. Make sure they have safe and reliable personal transportation
3. Counseling
4. Wellness incentives to keep them healthy and in the seat longer
5. Company funded clinic
6. Driver's lounges
7. Meal Incentives
8. Seniority Recognition
9. School



OPEN HEART POLICY

Ry McCormick
Director of Safety and HR





Bestway has been able to reduce our turnover from 80.28% to 54.29% from May 2016 – May 2017.



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