



Utilizing Technology for
Accountabilities and KPI's.

Plan Summary

- Every leader creates accountability statement.
- Every leader creates KPI's for measuring performance.
- Discuss at monthly leadership team meeting.
- Data pulls from truckmate (some manual entry).

Accountabilities Overview

Department Overtime	March	April	May	June	July	August	September	October	November	December
Goal	-	-	-	-	-	-	-	-	-	-
Actual	-	-	-	-	-	-	-	-	-	-
Lead Generation	March	April	May	June	July	August	September	October	November	December
Hubspot New Leads	33	33	33	177	253	234				
Hubspot Applicants	4	6	6	21	24	13				
Hubspot Percent Applied	12.12%	18.18%	18.18%	11.86%	9.49%	5.56%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Facebook New Leads	120	127	125	116	191	179				
Facebook Applicants	21	20	11	10	12	22				
Facebook Percent Applied	17.50%	15.75%	8.80%	8.62%	6.28%	12.29%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Social Media	March	April	May	June	July	August	September	October	November	December
Twitter Followers	1,448	1,455	1,460	1,479	1,490	1,505				
New Twitter Followers	-	7	5	19	11	15				
Facebook Followers	4,343	4,391	4,459	4,521	4,585	4,665				
New Facebook Followers	37	48	68	62	64	80				
Instagram Followers	200	218	218	220	239	239				
New Instagram Followers	28	18	-	2	19	-				
LinkedIn Followers	118	126	126	131	136	137				
New LinkedIn Followers	1	8	-	5	5	1				
Community / Business Awards	March	April	May	June	July	August	September	October	November	December
Award 1	SBJ - Mark Walker - Top Local Exec									
Award 2										
Award 3										
Community Events	March	April	May	June	July	August	September	October	November	December
Miles for Hope Events	1	-		Cylce for Life		1				
Care To Learn			Give Ozarks			1				
Strafford HS Angler Club										
Habitat for Humanity - Tool Belts and Bo	1									
Safe and Sober	1									
Foundation for SPS Teacher Appreciation		1								
Strafford Project Graduation		1								
Boys & Girls Club Steak and Steak		1								
Strafford Fire Dept Easter Baskets		1								
Artsfest - Kentwood Greens			1							
	Van Sales	Flatbed Sales	Customer Service	Brokerage	Sales Support	HR	Business Systems	Recruiting	Commun	



Ownership

Department Overtime	March	April	May	June	July	August	September	October	November	December
Goal	-	-	-	-	-	-	-	-	-	-
Actual	-	-	-	-	-	-	-	-	-	-
Lead Generation	March	April	May	June	July	August	September	October	November	December
Hubspot New Leads	33	33	33	177	253	234				
Hubspot Applicants	4	6	6	21	24	13				
Hubspot Percent Applied		18.18%	18.18%	11.86%	9.49%	5.56%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
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Facebook Applicants		20	11	10	12	22				
Facebook Percent Applied		15.75%	8.80%	8.62%	6.28%	12.29%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
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New Twitter Followers	-	7	5			15				
Facebook Followers	4,343	4,391	4,459			4,665				
New Facebook Followers	37	48	68			80				
Instagram Followers	200	218	218			239				
New Instagram Followers	28	18	-							
LinkedIn Followers	118	126	126			137				
New LinkedIn Followers	1	8	-			1				
Community / Business Awards	March	April	May	June	July	August	September	October	November	December
Award 1	SBJ - Mark Walker - Top Local Exec									
Award 2										
Award 3										
Community Events	March	April	May	June	July	August	September	October	November	December
Miles for Hope Events	1	-		Cycle for Life		1				
Care To Learn			Give Ozarks			1				
Strafford HS Angler Club										
Habitat for Humanity - Tool Belts and Bo	1									
Safe and Sober	1									
Foundation for SPS Teacher Appreciation		1								
Strafford Project Graduation		1								
Boys & Girls Club Steak and Steak		1								
Strafford Fire Dept Easter Baskets		1								
Artsfest - Kentwood Greens			1							
	Van Sales	Flatbed Sales	Customer Service	Brokerage	Sales Support	HR	Business Systems	Recruiting	Communi	

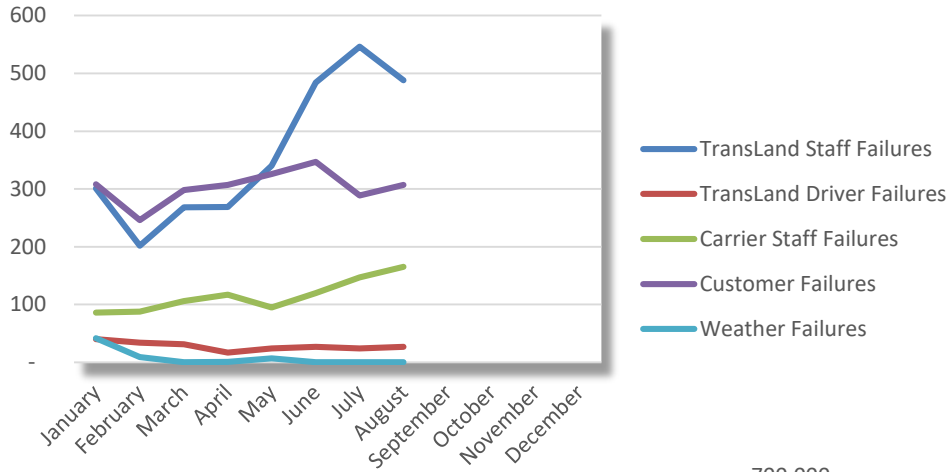
Each Department Reports Successes and Opportunities Each Month

Van Sales
Flatbed Sales
Customer Service
Brokerage
Sales Support
HR
Business Systems
Recruiting
Communications
Operations
Service Center
Safety
Accounting

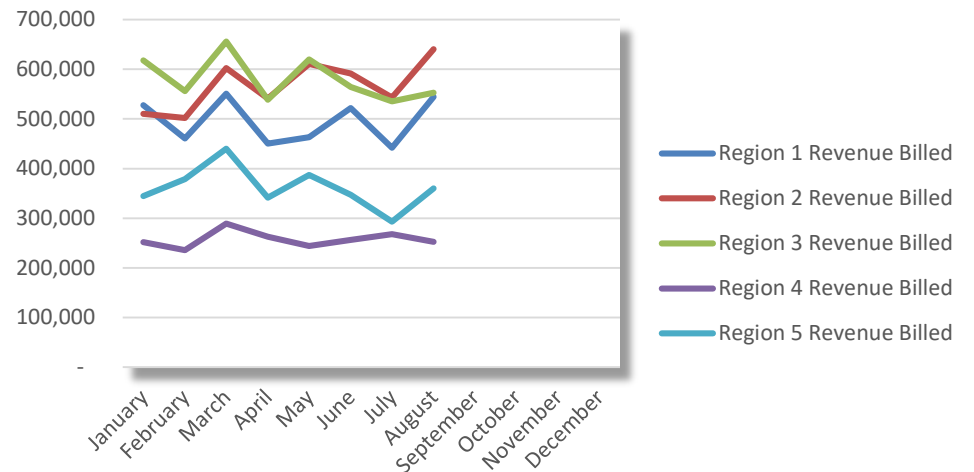


Graphs

Service Failures by Type



Linehaul by Region



Recruiting

	January	February	March	April	May	June	July	August	September	October	November	December
Lead Generation												
<i>Hubspot New Leads</i>	184	82	33	33	33	177	253	234				
Hubspot Applicants	12	6	4	6	6	21	24	13				
Hubspot Percent Applied	6.52%	7.32%	12.12%	18.18%	18.18%	11.86%	9.49%	5.56%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
<i>Facebook New Leads</i>	323	92	120	127	125	116	191	179				
Facebook Applicants	13	8	21	20	11	10	12	22				
Facebook Percent Applied	4.02%	8.70%	17.50%	15.75%	8.80%	8.62%	6.28%	12.29%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Social Media												
Twitter Followers	1,440	1,448	1,448	1,455	1,460	1,479	1,490	1,505				
<i>New Twitter Followers</i>	8	8	-	7	5	19	11	15				
Facebook Followers	4,266	4,306	4,343	4,391	4,459	4,521	4,585	4,665				
<i>New Facebook Followers</i>	74	40	37	48	68	62	64	80				
Instagram Followers	135	172	200	218	218	220	239	239				
<i>New Instagram Followers</i>	29	37	28	18	-	2	19	-				
LinkedIn Followers	114	117	118	126	126	131	136	137				
<i>New LinkedIn Followers</i>	2	2	1	8	-	5	5	1				

Recruiting continued

	January	February	March	April	May	June	July	August	September	October	November	December
47 Budget Tracker												
48 Total Budget							4,210	6,260				
49 Actual							12,393	906				
50 Difference							8,183	(5,354)	0	0	0	0
51 Difference %							194.37%	-85.52%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!

Ready | Van Sales | Flatbed Sales | Customer Service | Brokerage | Sales Support | HR | Business Systems | Recruiting | Communications | Operations | Service Center | Safety | Accounting | + | 180%

Operations

Department Overtime	January	February	March	April	May	June	July	August	September	October	November	December
Goal - Dispatch	-	-	-	-	-	-	-	-	-	-	-	-
Actual - Dispatch	22.8	20.8	25.8	29.8	33.3	44.3	7.2	20.5				
Goal - City Drivers	-	-	-	-	-	-	-	-	-	-	-	-
Actual - City Drivers	105.9	104.3	37.4	44.1	109.4	174.7	103.0	235.2				
Driver Retention	January	February	March	April	May	June	July	August	September	October	November	December
Voluntary Driver Terms	7	6	4	1	8	10	8	8				
Involuntary Driver Terms	-	1	-	-	1	-	-	1				
Driver Dwell Time	January	February	March	April	May	June	July	August	September	October	November	December
Hours Between Loads	No Report	No Report	No Report	3.9	4.0	1.8	1.8	1.7				
Fleet Miles	January	February	March	April	May	June	July	August	September	October	November	December
Goal	1,327,200	1,287,000	1,477,800	1,404,600	1,362,600	1,467,000	1,385,400	1,533,600	1,369,800	1,387,200	1,280,400	1,306,200
Actual	1,340,587	1,210,091	1,413,983	1,240,154	1,342,126	1,337,125	1,243,268	1,409,304				
Difference %	101%	94%	96%	88%	98%	91%	90%	92%	0%	0%	0%	0%
Fleet MPG	January	February	March	April	May	June	July	August	September	October	November	December
Goal	7.50	7.50	7.50	7.50	7.50	7.50	7.50	7.50				
Actual	7.12	7.27	7.30	7.44	7.47	7.60	7.60	7.68				
Difference %	95%	97%	97%	99%	100%	101%	101%	102%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Idle Time	January	February	March	April	May	June	July	August	September	October	November	December
Goal	5.00%	5.00%	5.00%	5.00%	5.00%	5.00%	5.00%	5.00%				
Actual	13.20%	10.80%	8.70%	9.30%	9.40%	10.70%	12.40%	11.12%				
Expert Fuel Compliance	January	February	March	April	May	June	July	August	September	October	November	December
Percent of Compliance					63.42%	63.99%	57.86%	53.18%				
Service Failures	January	February	March	April	May	June	July	August	September	October	November	December
Due to Operations	40	34	31	17	25	27	24	24				
Due to Service Center	-	-	-	-	-	-	-	-				

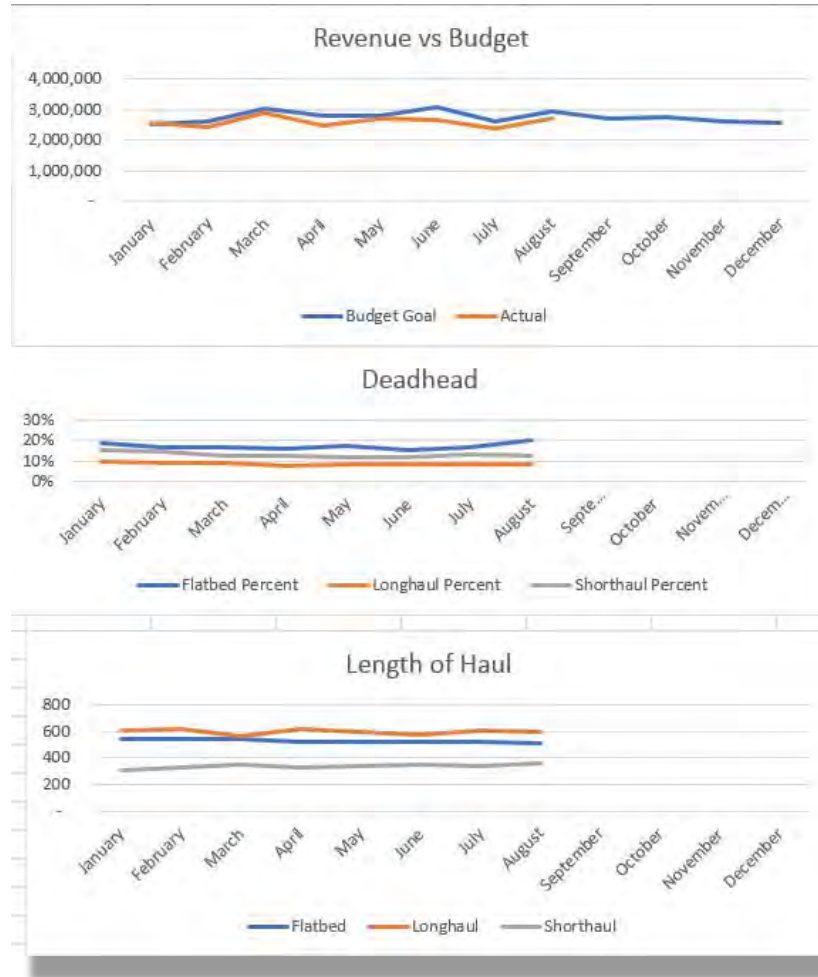
Operations continued

Budget Tracker	January	February	March	April	May	June	July	August	September	October	November	December
Facilities Total Budget							45,995	49,705				
Facilities Actual							44,986	50,464				
Facilities Difference							(1,009)	759	0	0	0	0
Facilities Difference %							-2.19%	1.53%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
	January	February	March	April	May	June	July	August	September	October	November	December
Operations Total Budget							510,400	566860				
Operations Actual							456,621	539854				
Operations Difference							(53,779)	(27,006)	0	0	0	0
Operations Difference %							-10.54%	-4.76%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!

Sales

Company Wide LH Sales	January	February	March	April	May	June	July	August	September	October	November	December
Budget Goal	2,507,707	2,603,282	3,007,588	2,775,839	2,795,233	3,082,135	2,624,300	2,931,033	2,718,164	2,768,530	2,589,011	2,543,603
Actual	2,584,104	2,417,174	2,887,763	2,459,144	2,693,027	2,639,032	2,398,401	2,716,178				
Difference	76,397	(186,108)	(119,825)	(316,695)	(102,207)	(443,103)	(225,899)	(214,855)	(2,718,164)	(2,768,530)	(2,589,011)	(2,543,603)
Difference Percent	3.05%	-7.15%	-3.98%	-11.41%	-3.66%	-14.38%	-8.61%	-7.33%	-100.00%	-100.00%	-100.00%	-100.00%
Stretch Goal	2,582,938	2,681,381	3,097,815	2,859,113	2,879,090	3,174,598	2,703,029	3,018,963				
Difference	1,166	(264,207)	(210,052)	(399,969)	(186,063)	(535,566)	(304,628)	(302,785)	-	-	-	-
Difference Percent	0.05%	-9.85%	-6.78%	-13.99%	-6.46%	-16.87%	-11.27%	-10.03%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Deadhead	January	February	March	April	May	June	July	August	September	October	November	December
Flatbed Miles	40,855	33,530	37,382	34,219	38,706	32,078	33,925	43,831				
Flatbed Percent	19.07%	17.07%	16.98%	16.02%	17.23%	15.23%	16.80%	20.22%				
Longhaul Miles	65,750	54,776	58,167	43,931	49,841	51,903	49,867	56,737				
Longhaul Percent	9.72%	9.40%	9.06%	7.81%	8.28%	8.23%	8.07%	8.44%				
Shorthaul Miles	68,914	60,633	69,777	55,852	61,320	57,767	55,177	64,489				
Shorthaul Percent	15.54%	14.31%	12.77%	12.28%	12.16%	11.64%	13.02%	12.42%				
Company DH Miles	175,519	148,939	165,326	134,002	150,722	141,748	138,969	166,057				
Company Percent	13.15%	12.39%	11.74%	10.88%	11.23%	10.60%	11.00%	11.72%				
Length of Haul	January	February	March	April	May	June	July	August	September	October	November	December
Flatbed	548	549	543	527	524	524	522	508				
Longhaul	611	623	565	614	602	573	608	602				
Shorthaul	312	326	349	330	335	346	338	360				
TOTAL	490	499	486	490	487	481	489	490	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Budget Tracker	January	February	March	April	May	June	July	August	September	October	November	December
Total							4,600	4,170				
Actual							1,205	1,891				
Difference							(3,395)	(2,279)	0	0	0	0
Difference %							-73.80%	-54.64%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!

Sales continued





The End