

Using *DiSC® Classic* to Improve Customer Satisfaction in a Trucking Firm

The Client:

My staff at Solutions 21 had been working with the parent company of a trucking firm on communication issues and supervisory skills training. The president of the company realized that the contracted delivery firm needed to be more sensitive to customer needs and asked us to help out in that arena.

The Business Need:

The trucking firm wanted its employees to gain a higher level of understanding of how their behavior impacted others.

The Solutions:

We knew that *DiSC®* would help the individuals gain not only a common language but also new insights into their behavior and how it affected others.

The Delivery:

First, I administered *DiSC Classic*. Then I led small groups through integrated case studies developed from real-life examples to help them focus on customer behavior and responses.

This program took an interesting turn once Solutions 21 was in front of the drivers. In most cases, the drivers rarely dealt directly with the end-users. They would normally deliver to a delivery person or a job-site laborer. The lack of communication skills and style recognition from dispatcher to driver and back was responsible for the bad attitudes that were being noticed in the field. As one driver put it, "Obviously I'm a 'C' and our dispatcher is an off-the-chart 'D.' I ask for directions and get a napkin with arrows. I was thinking something more along the lines of MapQuest, and they wonder why I have a bad attitude after wandering around the countryside for an hour."

The Results:

The organization has seen dramatic improvement in communications and has even received several positive letters regarding its customer service. Productivity is up, and not coincidentally, driver turnover is down.