

Company Specific Programs Client Solution Yellow Transportation Superior Value Program

About Yellow Transportation: Yellow Transportation is a leading one-stop provider of regional, national and international transportation and related services. Yellow Transportation operates a fleet of 7,900 tractors and 34,700 trailers within a network of approximately 350 terminals throughout North America.

Yellow Transportation Goals: Yellow Transportation leadership wanted to teach the company to view the business from a customer-focused perspective, raise the bar on quality and – very importantly – reduce customer churn. They wanted to be better able to compete against the younger, more nimble companies in the transportation space – companies that are known for consumer-focus and on-time delivery and are experiencing growth due to their reputation for delivering superior value.

The Yellow-CSL Solution: Yellow Transportation executives worked closely with the CSL to create two programs – one for the key operations managers and executives and one for their key sales executives. The foundation of both programs was “Services Blueprinting” – a process for looking at a service experience from the customer’s viewpoint. Participants worked on pre-identified service trouble spots in their process to see where the fail points were occurring and to develop action plans for improving the process. In addition, the CSL brought in additional speakers to address other important, complimentary issues such as planning for service recovery, establishing a service culture and developing stronger employee relationships.

Yellow’s Outcome: Yellow senior leadership recognizes that the program surfaced vital issues and established a common language for tackling some of their key hindrances to establishing a customer-focused company. Processes have been revamped and work priorities have been shifted and to address these issues.