



FleetNet's Customer Newsletter

Changing the Direction of Fleet Maintenance®

fleetnetamerica.com

FleetNet Launches Redesigned Website for Improved Customer Experience



FleetNet America® launched a redesigned website in the first quarter of 2016 that offers a better customer experience and enhanced content. The newly designed site features intuitive navigation for existing and prospective customers. Visitors to the site have easy access to details regarding FleetNet's three core value propositions.

"We're very excited about our new website and the enhanced functionality it offers our customers," said Gary Cummings, president and chief executive officer of FleetNet America. "We're sure visitors will enjoy the improved user experience."

The new website features a responsive design that formats to any type of device — desktop, tablet or smartphone.

If you haven't already, please visit www.fleetnetamerica.com to take a look at the new site.

Customer Experience is Not Just Another Buzzword

What is customer experience? Why does it seem everyone is talking about it?

FleetNet believes customer experience is the sum of all interactions with our company. Therefore, customer experience is not just another buzzword; it's something we're committed to improving by developing tools and processes that exceed expectations.

We value your feedback! Our goal is to better understand your needs so we can continue providing an outstanding customer experience. Over the next six to 12 months we'll be reaching out to you with brief surveys on a variety of topics. Your responses will help guide continuous improvements and enhancements to fleetnetamerica.com — making your job easier.

The first survey is now available at
<https://www.surveymonkey.com/r/fnadashboard>.

Please rate your experience

- ☒ *Outstanding*
- ☐ Excellent
- ☐ Very good
- ☐ Good
- ☐ Average
- ☐ Poor



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FleetNet America announces new Vice President of Roadside Operations

Tim Moore has been hired as FleetNet's new Vice President of Roadside Operations. Moore will be responsible for leading the Emergency Roadside Service Center and Quality Solutions team to provide an excellent customer experience for all FleetNet America customers.

"It is truly a pleasure to add the experience and expertise of Tim Moore to the FleetNet team," said Gary

Cummings, President and CEO of FleetNet America. "Tim has a mindset and a great track record of promoting excellence in the workplace, which fits well into our continued growth expectations."

Moore brings over 30 years of fleet operations and maintenance management experience to FleetNet. Prior to joining FleetNet, he held various management positions at

transportation companies, most recently with Watkins Refrigerated. He also has worked for FedEx Freight, Watkins Motor Lines and Carolina Freight Carriers Corp.



Tim Moore

FleetNet America's Fleet Solutions Department

Customers of FleetNet America receive service that is professional and efficient, with constant communication — and a personal touch.

"All too often in business, you lose that personal touch, and that's something I'm very proud to say that FleetNet has," said Daryle Shuford, director of Roadside Fleet Solutions at FleetNet.

Shuford oversees a recently reorganized team of 14 fleet managers, fleet support specialists and customer care administrators.

"FleetNet is really all about continuous improvement," Shuford said. "Our customers spend less time out of commission during a roadside repair than anyone in the country. But we still felt like we could do better."

During an analysis of customer-care touchpoints, FleetNet executives noticed that members of the sales team followed up with customers with back-office questions and then fleet managers followed up with the same customers on maintenance questions. "We decided the two teams could be much more effective combined as one and working together as the Roadside Fleet Solutions team," Shuford said.

The Fleet Solutions group has two primary roles: assuring that FleetNet's roadside customers enjoy a positive experience, and identifying obstacles and developing long-term solutions to those obstacles."

Basically we want to make sure customers enjoy an extremely positive experience through every phase of their roadside event, and when there's an issue, we identify those obstacles to develop a long-term solution," Shuford said.

Within the group, fleet managers monitor roadside events while they occur. They are mechanically trained specialists who analyze customers' roadside failures as if it were their own and then provide customers with insights to try to help them have fewer roadside breakdowns.

The fleet support specialists are focused on non-mechanical issues. They maintain deep relationships with customers and ensure customer profiles are up to date. They are the first point of contact for a customer who seeks information or has a problem.

"Not all customers are the same," Shuford said. "Our team customizes

solutions for each individual customer, and they work not only to fix issues but to prevent them and be proactive moving forward."

FleetNet America President and CEO Gary Cummings says the Fleet Solutions department is bringing excellence to life.

"One of our six ArcBest values is Excellence, and we strive to bring excellence to our customers and fellow team members," Cummings said. "The Fleet Solutions group has a challenge and an opportunity to look at individual events, the totality of all the events, the customer-specific protocol and various other elements to find and implement that special solution to the customer's problem. That's excellence!"

Shuford said his department exhibits excellence every day.

"Our department's responsibility is to go above and beyond to address a customer's concerns and find a solution to prevent things from happening again," he said. "I feel very fortunate to work with this group of people. The opportunities that they have to affect changes in the total customer experience, they take that very personally."