



2020 Relocation Managers' Survey

Trippel Survey and Research

Top Rated Independent Van Line

Highest Average Quality
Score
(Independent and Van Line)

Peak Top Block
Performance

Highest % of Customers
Willing to use Again

Peak Performance!

**18th ANNUAL *RELOCATION MANAGERS' SURVEY*®
on HOUSEHOLD GOODS SHIPMENT:
PROGRAM MANAGEMENT, POLICY &
CARRIER PERFORMANCE**

BACKGROUND

Trippel Survey & Research, LLC conducts this annual survey to (1) obtain evaluations from corporate relocation managers regarding their level of satisfaction with the moving service industry and suppliers utilized in Domestic US relocation, and (2) obtain current information on HHG policy and program management pertinent and relevant to managing Domestic US relocation activity. This survey did not have corporate sponsorship.

METHODOLOGY

This is the eighteenth annual *Relocation Managers' Survey*® on Household Goods policy, administration and industry-supplier performance. Corporate relocation managers received an email message announcing the survey on February 12, 2020. A reminder notice was sent and the survey closed February 25th.

Of the 1,229 initial invitations 14 were hard or soft bounced and 8 opted out. Among the remaining invitations 264 managers participated.

Survey responses are presented in this report as reported by *SurveyMonkey*, the web-survey service firm used in this endeavor. When appropriate, comments are made throughout the report regarding survey responses and industry trending.

CONFIDENTIALITY

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This report and marketing license was purchased by Budd Van Lines. The report and findings may be shared among internal and external stakeholders.

DISCLAIMER

Since the last survey one year ago no household goods corporation engaged Trippel Survey & Research in consulting or research assignments or survey programs.

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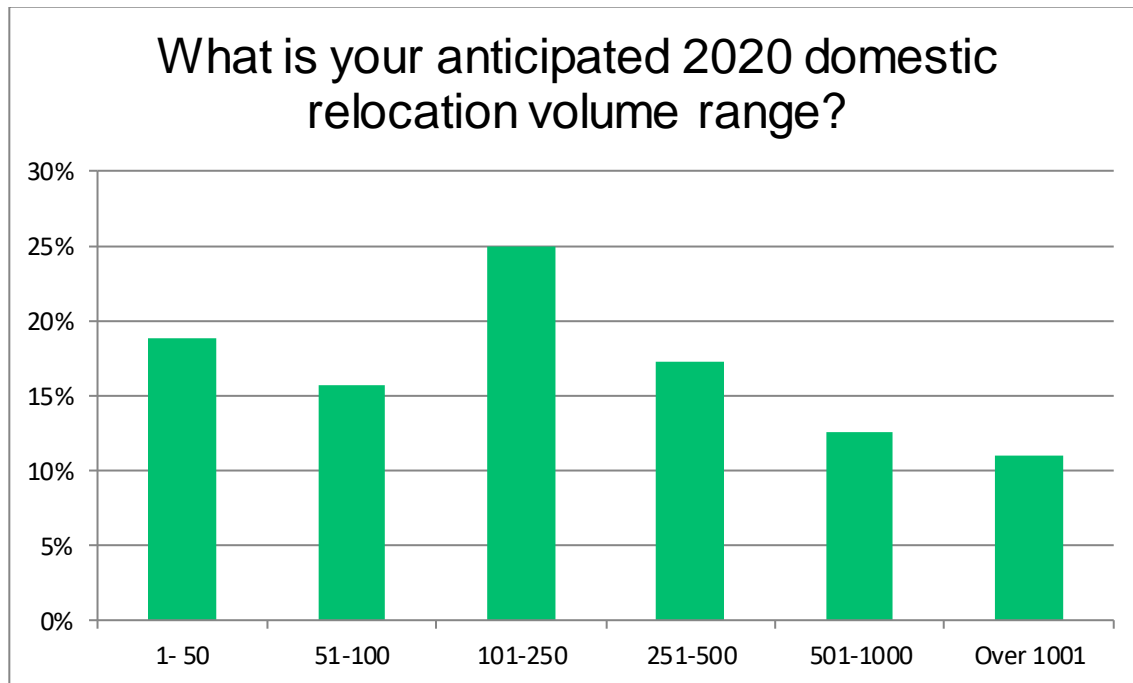
CORPORATE PARTICIPANT PROFILE

The following chart shows the count of 264 participating corporate managers in this survey of which two did not provide an email address.

Email address (used to send you the final report).	
Answer Options	Response Count
	262
<i>answered question</i>	262
<i>skipped question</i>	2

The number of participants this year is 5% lower than last year's survey.

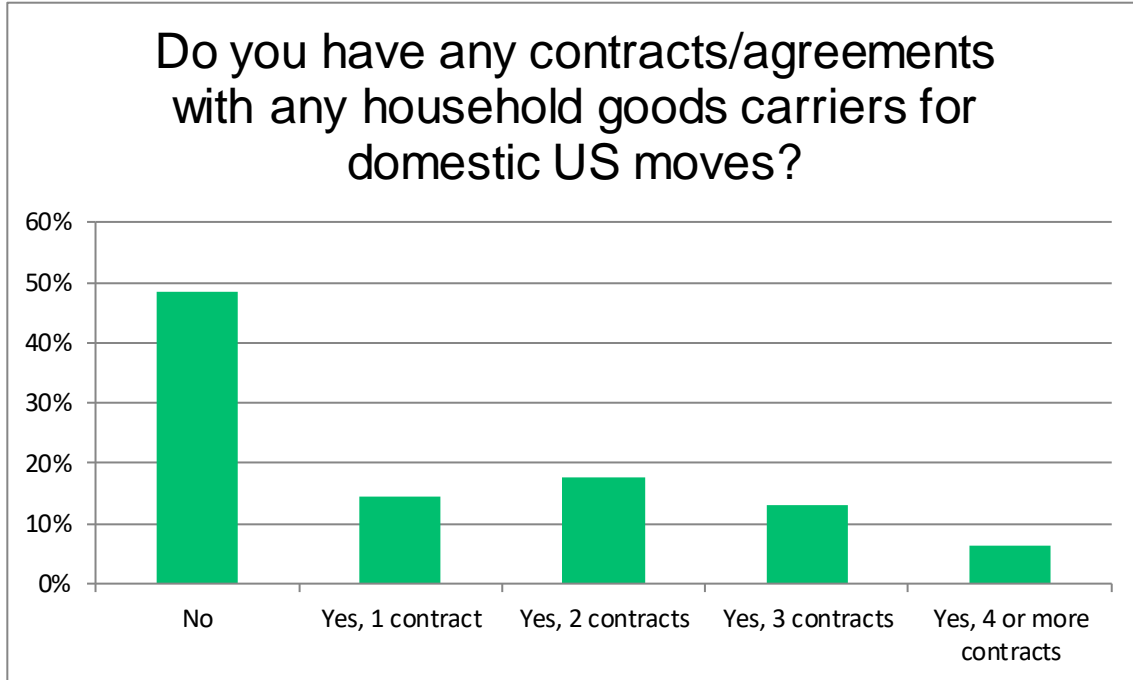
ANTICIPATED 2019 DOMESTIC U.S. VOLUME



The 101-250 transfer segment accounts 25% of participants and is the largest as it is in most surveys. The shape of the chart is also representative of most participation segments in all survey undertaken by this organization.

HOUSEHOLD GOODS PROGRAM MANAGEMENT

CORPORATIONS CONTRACTING WITH HHG SUPPLIERS



This year only 52% of corporations have contracts with one or more HHG carriers; last year the percentage was 62 % and the year before 74%. This appears to be a major trend: corporate manager are negotiating fewer contracts with household goods suppliers.

USE OF PERFORMANCE METRICS

Do you have performance metrics (i.e. SLAs) established with either the RMC, internal department or the carrier? Select the appropriate answer. Multiple answers permitted.

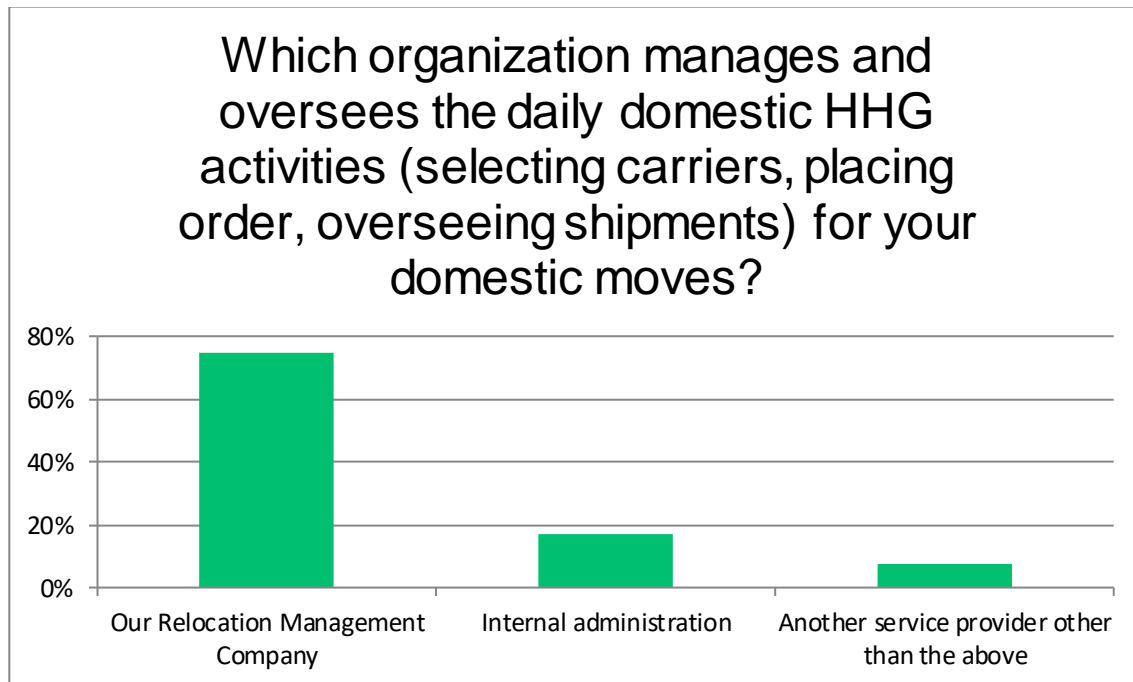
Answer Choices	Responses
Confidential information; can not be shared	10%
No HHG performance metrics are established	16%
Yes, only the RMC (or internal department) has performance metrics	27%
Yes, only the Carrier/Agent has performance metrics	15%

Yes, both RMC and Carrier/Agent(s) have performance metrics

34%

At least 76% of all corporations use performance metrics (“SLAs”) to evaluate performance of the HHG program. This is an increase of 7-percentage points from last year.

DAILY MANAGEMENT OF HOUSEHOLD GOODS PROGRAM



The chart indicates 75% of corporations outsource the daily management of the household goods program to a relocation management company (RMC). This is no change from 74% providing this answer last year.

PERMIT RELOCATION MANAGEMENT COMPANIES TO “GO OFF-LIST”

Regardless whether or not you contract directly with a carrier(s) to what degree do you permit your RMC or internal department to use carriers other than your "preferred" or "contracted" suppliers?

Answer Choices	Responses
Our RMC or internal department can award moves to the best-qualified or available HHG carrier.	31%
We expect all our moves to go to preferred or contracted HHG suppliers	52%

Although we prefer moves go to certain HHG carriers our RMC or other external partner has a degree of flexibility to award a move to non-preferred or non-contracted HHG supplier when circumstances warrant an "off-list" selection.

18%

The percentage of corporations allowing the RMC to "go off-list" dropped this year to 18% from 20% last year while 31% expect the organization selecting the carrier to award the move to the best qualified; an increased from 22% last year.

HOUSEHOLD GOODS SHIPMENT POLICY

PHILOSOPHICAL APPROACH TO POLICY DESIGN

Which of the following approaches are used to provide HHG benefits to employees in a domestic US move? You may select multiple answers to explain your HHG model.

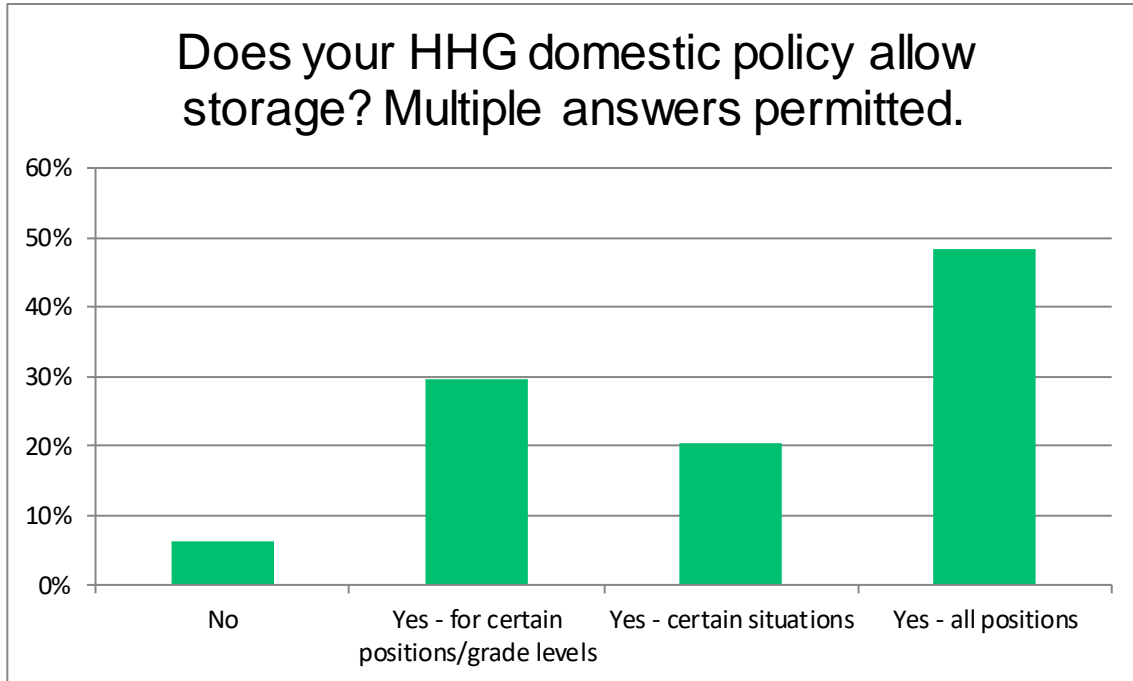
Answer Choices	Responses
All existing employees receive the same HHG benefits	50%
HHG benefits are on a 'sliding scale': higher organizational levels obtain more HHG benefits while lower organizational levels fewer HHG benefits	42%
New hires generally receive fewer HHG benefits than current employees	13%
Homeowners generally receive more HHG benefits than renters	23%
Transferees with a family receive more HHG benefits than single transferees	8%

Multiple answers were allowed on this question; the total percentage, therefore, exceeds 100%.

The percentage of corporations providing the same HHG benefits to all employees (50%) is lower than last year (66%). The "sliding scale" philosophical approach increased to 42% from 25%.

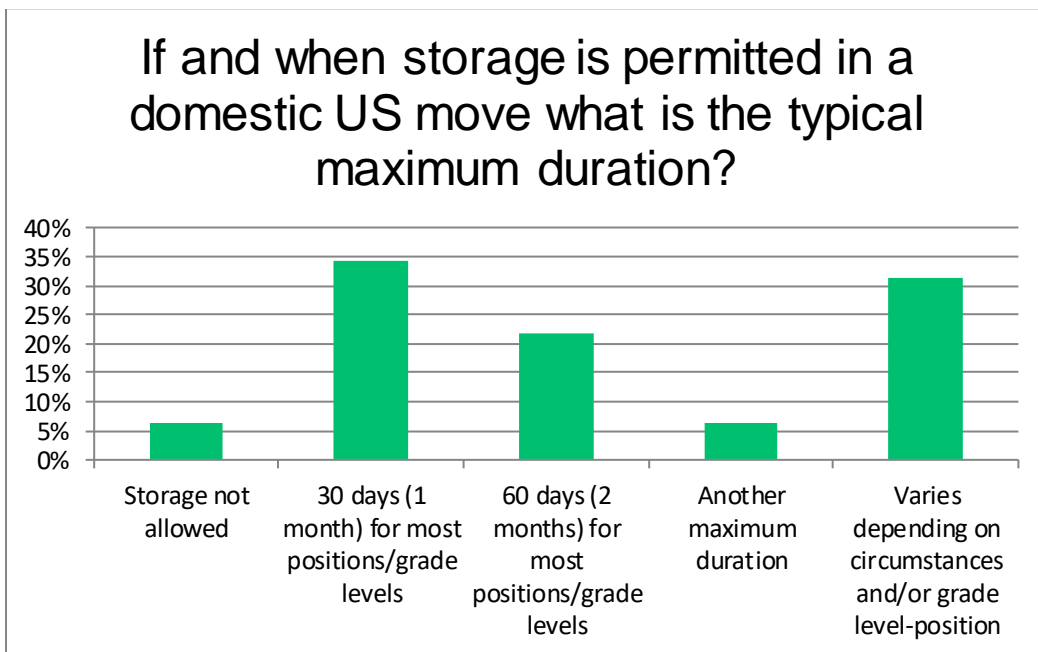
STORAGE

Multiple answers were permitted for the question on storage.



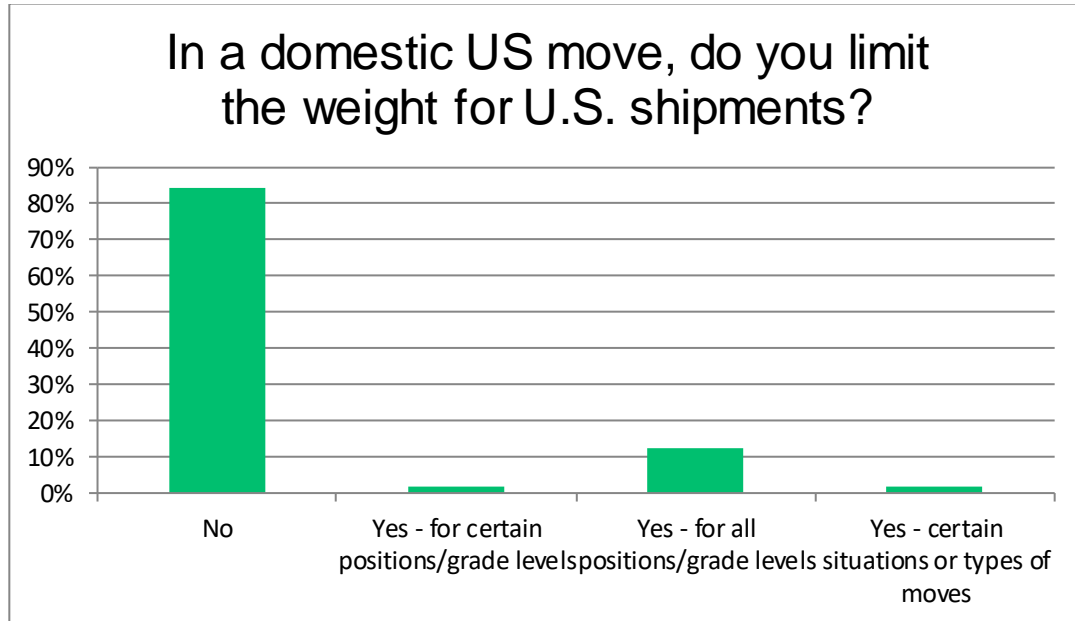
Approximately 94% of corporations permit HHG storage for some or selected positions on domestic moves. Only 6% do not permit storage under any circumstance (same last year).

DURATION OF STORAGE



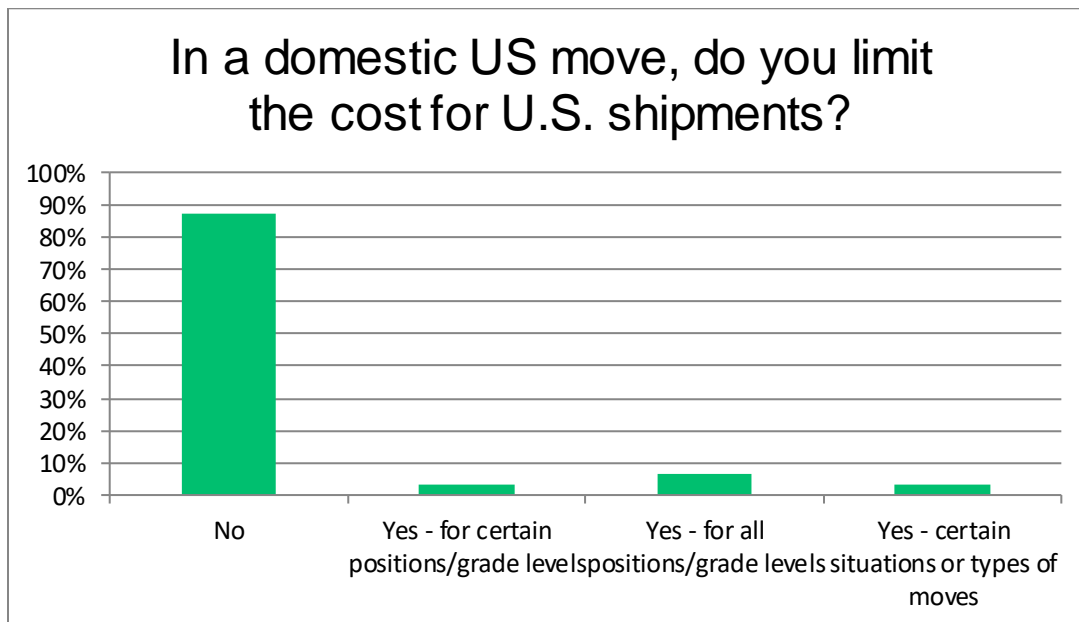
If and when domestic HHG storage is permitted the most common duration is 30 days - the duration used by 34% of corporations.

MAXIMUM WEIGHT TO SHIP HOUSEHOLD GOODS



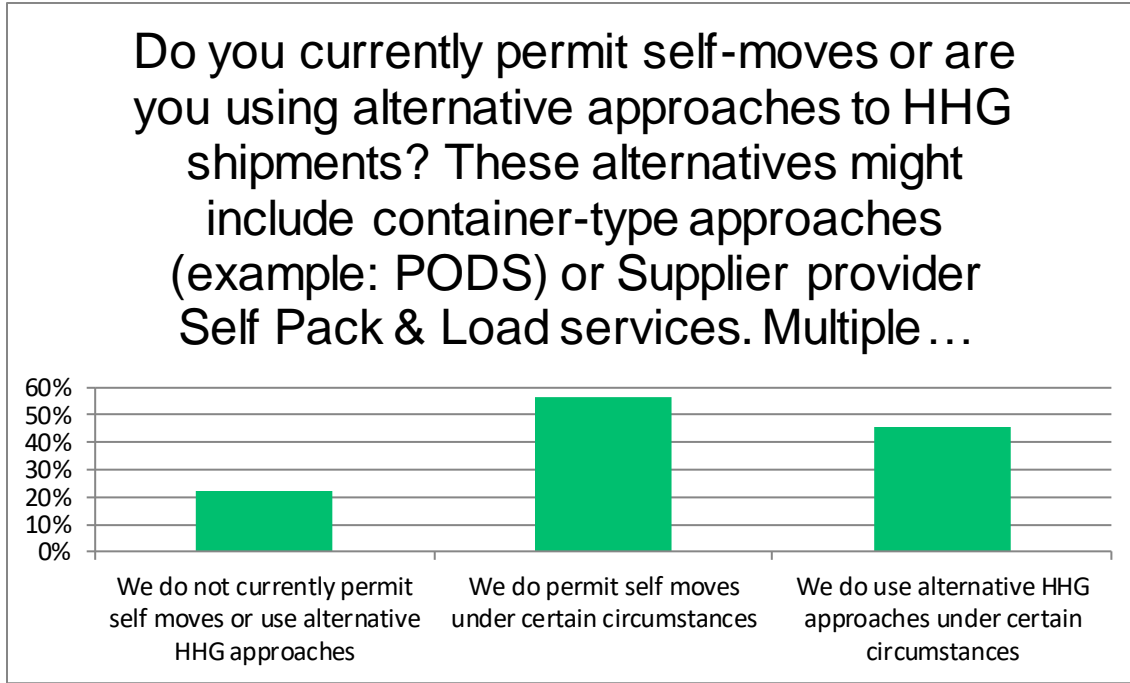
A high 84% majority of corporations do not have maximum weights in HHG programs.

MAXIMUM COST TO SHIP HOUSEHOLD GOODS



A high 88% majority of corporations do not have any maximum cost exposures on a transfer.

ALTERNATIVE METHODS TO SHIP HOUSEHOLD GOODS



Multiple answers were permitted explaining the percentage total exceeding 100%.

Approximately 22% corporations neither currently use alternative methods nor plan to do so in the future.

Approximately 56% of corporations permit self-moves under certain circumstances. These could be certain grade levels, certain situations or high congestion periods.

Another 45% currently do use alternative approaches to shipment of household goods when the situation warrants.

The above two percentage indicate some corporations use both self-moves and alternatives shipment tactics.

PERFORMANCE: INDUSTRY OVERALL and SUPPLIERS IN PARTICULAR

SATISFACTION WITH THE HHG INDUSTRY

In your experience, how has the overall HHG industry performance changed from a couple years ago?

Answer Choices	Responses
Performance has significantly improved	5%
Performance has slightly improved	13%
About the same performance	63%
Performance has slightly deteriorated	20%
Performance has significantly deteriorated	0%

Approximately 63% of managers believe performance is the same as a year ago. This is down from 72% last year. The nine-point drop is allocated to those managers who believe performance has, to a certain degree, improved from last year.

Approximately 20% believe performance has deteriorated from the prior year. This is the same percentage as last year survey.

FACTORS IMPACTING THE INDUSTRY'S PERFORMANCE

Multiple answers were permitted.

From your experience which factors are impacting overall performance of HHG carriers? More than one answer is permitted.

Answer Choices	Responses
Low profits or deteriorating margins	36%
Lack of available talent (drivers in particular)	85%
Relocation management companies are squeezing carriers	20%

Inability to handle peak surges in move volume	63%
Government regulation	25%
Too few competitors	5%
Quality of services is slipping	22%

Over 80% of corporate managers believe the primary factor impacting the industry is lack of available talent (drivers in particular). This is followed by 63% saying inability to handle peak surges is another factor.

OVERALL SATISFACTION WITH SUPPLIERS

	Scores										Count	Aver	Top Block %	Bottom Block %	Net Satis. %
	1	2	3	4	5	6	7	8	9	10					
Allied Worldwide							6	12	11	10	39	8.64	54%	0%	54%
Arpin Van Lines						1	12	5	5	6	29	8.10	38%	3%	34%
Atlas Van Lines	1					1	11	30	27	22	92	8.55	53%	2%	51%
Budd Van Lines						1	1	8	7	9	26	8.85	62%	4%	58%
Mayflower							1	5	4	2	12	8.58	50%	0%	50%
New World Van Lines							5	8	5	4	22	8.36	41%	0%	41%
NorthAmerican							9	10	11	6	36	8.39	47%	0%	47%
Suddath							4	2	9	5	20	8.75	70%	0%	70%
United Van Lines						1	7	24	34	20	86	8.76	63%	1%	62%
Wheaton							4	3	1	4	12	8.42	42%	0%	42%
Other not listed					1	1	7	8	10	9	36	8.44	53%	6%	47%
	1	0	0	0	1	5	67	115	124	97	410	8.56	54%	2%	52%

The 264 managers provided 410 evaluations, approximately 1.55 for each survey participant. This rate of evaluations per participant is slightly lower than last year and might reflect the trend of more corporations out-sourcing the program to RMCs and being less familiar with performance.

The 2020 industry average score is 8.56, a small increase from the 8.46 average achieved in the 2019 survey.

Evaluations indicate:

- Atlas and United are the two carriers with the most evaluations; both are franchise/agent systems.
- Among all listed firms:
 - **Budd Van Lines earned the highest average score.**
 - **Suddath** earned the highest net satisfaction percentage.
 - **United Van Lines** earned second highest in both metrics.
- Differentiating franchise/agent system and independent:

- Franchise/Agent Systems: Suddath earned the highest metrics and United Van Lines the second best.
- Independents: **Budd earned the highest average score and net satisfaction.**

LIKELIHOOD OF USING SAME CARRIER A YEAR FROM NOW

For the same set of carriers noted above, do you expect to be using them a year from now?

	Yes	No	Maybe
Allied	90%	0%	10%
Arpin	83%	3%	14%
Atlas	91%	2%	7%
Budd	92%	4%	4%
Mayflower	83%	0%	17%
New World	86%	0%	14%
NorthAmerican	56%	0%	44%
Suddath	90%	0%	10%
United	80%	2%	18%
Wheaton	83%	0%	17%
Another carrier	40%	0%	60%

Suddath and Allied earned the highest ratio of *yes-to-no*.