

3.8 3.9 4.0 4.1 4.2 4.3 4.4 4.5 4.6 4.7 4.8 4.9 5.0

CONSISTENT IMPROVEMENT THROUGH CUSTOMER INSIGHTS.

PROFESSIONALISM

4.7/5.0

OVERALL SATISFACTION

4.9/5.0

COMMUNICATION PROFICIENCY

4.8/5.0

OPERATIONAL PRIORITIES

4.8/5.0

UNDERSTANDING CLIENT AND CLIENT NEEDS

5.0/5.0

Satisfied customers are the key to any successful business.

At Ruan, we serve a number of customers in a variety of different industries. Every day is different for each customer, bringing new requirements and challenges. With the constantly changing factors that accompany any organization, it is important to have dependable partners that provide consistent support of these day-to-day challenges.

Because our customers' needs are ever-changing, it is important to regularly gauge our performance. To do this, Ruan implemented a Customer Satisfaction Program in 2010. Each year, customers who meet a set of requirements are enrolled into the program. Our operations leaders identify the customer contacts who work closely with Ruan team members, and those individuals have the opportunity to complete an anonymous survey based on their experience with Ruan. The standardized customer survey process was developed to measure key aspects of Ruan's performance within the relationship, including professionalism, communication, customer service, operational priorities, overall performance, referral probability and commitment to safety, which is regularly a top-rated area for Ruan.

All feedback gained from the completed customer surveys is analyzed by the Ruan team dedicated to each customer and executive leadership. It is used to improve existing practices and create new, customized solutions to address customer needs. Customers continue to give Ruan improved ratings year over year as a result of the action plans developed from customer feedback.

Ruan's customer satisfaction program is unique in the transportation industry; few transportation and logistics companies solicit such information from their customers on an annual basis. Customer Satisfaction and Continuous Improvement are two of Ruan's Guiding Principles, and we strive to be a strategic partner with each of our customers. The opportunity to gain unbiased feedback from our customers and develop action plans based on this feedback allows us to continually evaluate our current practices and improve in every aspect of our business.

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