



## Interstate News

Associations and carriers reported a dramatic drop in military bookings right after the 4<sup>th</sup> of July. Efforts to determine the reason for this and the unanticipated drop in bookings have not been successful. It can only be speculated that it may be due to a combination of things such as troop force stabilization, lack of funds, and the continued deployment of troops overseas.

The Military Affairs Department is pleased to report that for shipments delivered during July (the most challenging month for customer satisfaction) our performance improved 12 points over last July. This positive improvement in our service is a direct result of our Booking with the Best Program.

Military Affairs reports that, as a result of an aggressive effort, 41 percent of our military customers that were delivered in June completed a survey, either from SDDC or Interstate. For July deliveries, a 38 percent return rate has already been achieved.

Originally all indications were that by this Winter Cycle the TOPS Program would cease to exist. Roll out of the DPS Program has been somewhat slowed, and this coming winter we will continue to book under the TOPS Program. This places service providers in the position of having to direct management attention and planning to booking under the TOPS system for another cycle. All service providers are strongly encouraged to review their TQAP scores for this coming winter. Coordinate with the Military Affairs Department and make sure that you are positioned properly to book to your full potential this coming winter.

## New Orders for 37,500 Soldiers

More than 37,500 soldiers will deploy to Iraq and Afghanistan beginning in the fall, reflecting the changing mission as American forces prepare to draw down in Iraq.

These units will replace units coming home from Iraq, so there will be no increase in troop levels due to the announced deployments.

As security in Iraq continues to improve, commanders expect to draw down to 50,000 troops by the end of September 2010 and be out of the country by the end of 2011.

Gen. Ray Odierno, the top US commander in Iraq, has said, "Our combined efforts will establish a layer of defense as Iraqis secure the cities. Our combat forces, partnering with the [Iraqis], will secure the belts and borders in an attempt to eliminate safe havens and sanctuaries, and to limit freedom of movement of insurgents, and prevent the facilitation of foreign fighters through the borders."

## Booking With (IVL) Best

BWB stands for our "Booking with the Best" Program—which simply means we book shipments with, and send SIT to, the best service providers in each transportation office market. It is important that all of our service providers and hauling partners understand that BWB is now Interstate's basis for distribution of traffic. Our business is SERVICE, and in order to guarantee the best service we must identify and use only the best Service Providers at each base. Our military customers do not get a "free move." They "pay" for their moves in their day to day duties as members of our armed forces and it is not just our job but our privilege to provide them with the best relocation experience in the industry.

Over the past four years we have developed and utilized the ICARE Program (**Interstate Carrier Agent Review and Evaluation**) to provide data for determining the service quality levels of agents and haulers. We look at three service areas: origin agent, hauler and destination agent. We identify the best within those groups and distribute traffic accordingly. Each month we provide performance data to our service providers. In the past we have used a one-year rolling evaluation period; we now report on the most current 6-month period. This gives us much more current picture of our service levels. As stated in previous newsletters, service providers must achieve a minimum 4.01 rating to qualify for DPS bookings.

All of us in the industry must recognize that DPS presents a major challenge. It requires a critical examination of our procedures to ensure that we provide a superior moving experience to each and every military customer.

## Top 10 Bookers For Code 1 January-June 2009

1. Ace Van & Stg (VA)
2. Admiral Mvg & Stg (VA)
3. Modern Moving (NY)
4. Academy Van & Stg (VA)
5. Ambassador Worldwide (VA)
6. OK Mvg & Stg (VA)
7. Leek Van & Stg (KY)
8. Atlantic Relocation (FL)
9. Security Stg & Van (VA)
10. First Class Mvg Sys (FL)

## Safety Department News

Driving can be very stressful. One of the most important things you can do to reduce stress, save equipment, and possibly save lives is to increase your following distance from the vehicle in front of you. The recommended following distance is 1 second for each 10 feet of vehicle length up to 40 mph (over 40 mph add 1 second).

Also, always practice "SIPDE" defensive driving concepts in both your professional and personal driving.

Search – the driving environment  
Identify – potential and immediate hazards  
Predict – the actions of others  
Decide – what vehicle control maneuver is necessary  
Execute – the actual physical maneuver

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## If You Don't Know It's Broke...You Can't Fix It

We all have heard this expression and it does hold true in our industry. But at the same time, it is true to say...if you don't know it is working well, you can't be proud of it. Having performance data to see how you are doing is key to your success in our service business. All too often we hear that service providers are dependent on getting fax reports, emails, etc. These reports, while helpful and necessary, do not provide the depth of information needed to make timely corrections to procedures as needed. In July we added the ICARE Program to the service provider's website. Each service provider now can go into their website and view their performance record. A sample of one of the screens is shown with this article. Service Providers can analyze their performance by the various components of the move. In addition they can also review the customer survey and see the actual rating and the remarks the customer may have provided. The system also shows how the survey was received: from a SDDC survey, a survey submitted on the Interstate website, by mail, or a telephonic survey; as well as the length of time from delivery to the receipt of the survey. In addition, when reviewing the performance data, a date range can be selected.

Interstate's ICARE Program is designed to ensure all haulers and service providers have all the necessary information at their fingertips in order to gauge the quality of work they provide their military customers.

**INTERSTATE**  
WORLDWIDE RELOCATION SERVICES

Interstate Standard  
Rating Scale: 5.00 - 4.40 (Excellent), 4.39 - 4.30 (Very Good), 4.29 - 4.01 (Meets Standards), 4.00 - 3.26 (Needs Improvement)

Main Menu | Survey Details | Packing Details | Loading Details | Direct Delivery Details | SIT Only Delivery Details

ANY MOVING COMPANY (1111)  
For residence deliveries between 2/1/2009 and 7/31/2009

Shipment Record (Reg#)	Survey (Name)	Shipment Type	NTS or Res	Pickup Date	Delivery Date	Eval Rec'd	Eval Remarks	Survey Method	Days from Del	Rating	On Time	Professional Crew	Courteous Crew	Claim Free
1 2942914	SCHELLHORN	Code 1	R	04/02/09	04/28/09	04/28/09	Yes	WEB	0	5.00	Yes	Yes	Yes	Yes
2 2940711	RUSH, GREG	Code 1	R	01/27/09	02/05/09									Yes
3 2853505	VAN SYCKLE	Code 1	R	11/18/08	03/17/09									Yes
4 2881975	GREER, DIM	Code 2	N	12/15/08	02/05/09									Yes
5 2854862	BERLEW, AD	Code 1	R	12/19/08	06/30/09									Yes
6 2940723	REYNOLDS,	Code 1	R	01/29/09	02/04/09									No
7 2946325	THOMPSON,	Code 1	R	07/01/09	07/14/09									Yes
8 2980107	WOODHAM, J	Code 2	R	02/09/09	03/03/09									Yes
9 2945500	RONQUILLE,	Code 1	R	06/18/09	06/25/09									Yes
10 2940778	GODBOLD, K	Code 1	R	02/09/09	02/16/09									Yes
11 2940809	BURDEN, LE	Code 1	R	01/22/09	02/03/09									Yes
12 2980242	LAWTER, RA	DPS 2	R	05/08/09	07/13/09									Yes
13 2943055	CAMPBELL,	Code 1	R	04/07/09	04/20/09									Yes

**Customer Survey**  
Survey method: WEB  
Date of Survey: 10/20/09

**SHIPMENT INFORMATION**

FROM: FL-ORLANDO TO: VA-RICHMOND  
ORIGIN TOWN: JEFFERSON SAN ANTONIO DEST TOWN: FORT LEE  
ORIGIN AGENCY: FIRST CLASS MOVING SYSTEMS DEST AGENCY: DUMMAR MOVING SYSTEMS  
WEIGHT: 5145 LBS  
NON-TEMP STORAGE? NO

Rating Scale: 5 - strongly agree 4 - agree 3 - undecided 2 - disagree 1 - strongly disagree

Origin:

- The more estimator performed a thorough survey: 5
- The more estimator was on time: Yes
- The more estimator was professional in appearance: Yes
- The more estimator was courteous and helpful: Yes

Packing crew completed services to my satisfaction: 5  
Packing crew were on time: Yes  
Packing crew were in uniform: Yes  
Packing crew were professional in appearance: Yes  
Packing crew were courteous and helpful: Yes

Driver and Crew completed services to my satisfaction: 4  
Driver and Crew were on time: Yes  
Driver and Crew were in uniform: Yes  
Driver and Crew were professional in appearance: Yes  
Driver and Crew introduced themselves: Yes  
Driver and Crew were courteous and helpful: Yes

Destination:

- Driver and Crew delivered my belongings to my satisfaction: 4
- Driver and Crew were on time: Yes
- Driver and Crew were in uniform: Yes
- Driver and Crew were professional in appearance: Yes
- Driver and Crew introduced themselves: Yes
- Driver and Crew were courteous and helpful: Yes
- Unpacking performed to my satisfaction, in required items were delivered in good condition: Yes
- Did crew offer to unpack: Yes
- How many papers in crew: 02

Overall, I was satisfied with the moving services I received: 4  
I would be willing to use/unrecommmend Interstate again: Yes

Comments:  
Very GREAT!

For more information, contact the Military Affairs Department at [militarydevelopment@invan.com](mailto:militarydevelopment@invan.com) or 800-336-4533 extension 3232

## Quality Service at Time of Delivery

The final opportunity to impress our military customers comes at the delivery phase of the move. It is during this part of the move that we can exceed expectations and demonstrate our professionalism and commitment to customer service. Delivery to residence is the last true point of customer contact and will create the “lasting impression”, our efforts should be directed at ensuring we receive a superior rating for the move.

One predominant aspect is to execute delivery services in a cheerful and professional manner. We have service providers that consistently exceed the members’ expectations, providing delivery services that ensure an outstanding rating and demonstrating a high level of service that is reflected in the customer survey remarks and the ratings they receive. It should be noted that many of these service providers support a large volume of shipments, which does not impede their efforts to provide a superior experience for our military customers, but instead drives them to be consistent and conscientious.

A review of deliveries during June and July indicate that we do have some service providers that have not sufficiently trained personnel, nor set procedures in place with a quality assurance program to ensure a professional delivery service for each shipment handled.

Surveys with poor ratings and remarks predominantly show three common complaints at time of delivery;

1. An out-right refusal to unpack
2. A denial of responsibility to unpack or misleading the customer about unpacking responsibilities
3. Performing unpacking in a hostile and/or an extremely reluctant manner

**These actions are unacceptable.** It is imperative that service providers implement and maintain policies and procedures to ensure our military customers receive quality service, in a professional manner, at the time of delivery. Continued reports of any of the above inappropriate actions will result in the loss of SIT traffic to the service provider.

The Interstate Delivery Expectations form is an excellent tool to be used at the time of delivery. Service providers are encouraged to use this form at time of delivery; it establishes our customer commitment as well as provides a checklist for the crew leader to ensure that all aspects of delivery are addressed with the military customer. This form can also be found on your Interstate service provider website, in the Interstate “Five for Five” Delivery Procedures Guide, which establishes policies and procedures to ensure consistent and exemplary customer ratings at the time of delivery.

## More Troops are on the Way

The Army plans to add 30,000 new soldiers to its ranks. The increase is intended to ease the burden of deployments by fully manning the Army’s brigades. The Army Chief of Staff has said that a temporary increase could also increase dwell time between deployments.

Defense Secretary Robert Gates said the extra troops will help fill the manning gaps in deploying formations to make up for nondeployable soldiers.

The temporary increase will help the Army weather the next 18 months, a period over which troop demands in Afghanistan are increasing faster than requirements in Iraq are easing up.

New soldiers should begin arriving at deploying formations by Spring.

## Top 15 Volume States & Top Performer from Each State

The following are the top 15 states for military domestic traffic and the top performing service provider (origin service with 5 or more surveys) for the entire state for February-July 2009.

	State	Service Provider	"O" Rating	# of Surveys
1	VA	Bekins A-1 Movers	4.36	8
2	TX	Atlantic Relo Sys	4.64	5
3	FL	Reads of FL	4.88	6
4	CA	La Mesa T&S	4.79	5
5	GA	Reads of GA	4.71	8
6	WA	All Alaska Thru Van	5.00	5
7	CO	Graebel/Colo Spgs	4.48	26
8	SC	Low Country M&S	4.44	7
9	NY	Modern Moving	4.17	32
10	MA	A Walecka & Son	4.46	23
11	NC	Markethouse M&S	4.36	7
12	NJ	Steedle M&S	4.65	6
13	MD	Rainbow M&S	4.42	14
14	OK	A-1 Freeman	4.43	48
15	AZ	Dircks Mvg Svcs	4.86	7

*The quest for excellence reflects our natural desire to be greater today than we were yesterday. Make excellence a way of life each and every day.*

## It's Your Move

A helpful new addition is now on our website. Under Performance Information, we have added the “It’s Your Move” pamphlet from the Defense Transportation Regulation—Part IV.

This pamphlet was created to assist military members in understanding their responsibilities involving the shipment of their HHG.



The pamphlet also provides information on the TSP’s responsibilities as well. Take a look and become familiar with this booklet.

# The Best Of The Best

## Interstate Carrier/ Agent Review and Evaluation

ICARE is not only an acronym, but an accurate description of how we feel about our customers. When superior customer service is performed, every individual says "I care."

We have used the ICARE program effectively for over 3 years, but the value of the program is increasing. 2009 will be a challenging year; we can no longer give lip service about quality and customer satisfaction, they must be performed with each and every move.

Interstate, as announced in the last newsletter, follows "BWB," or Booking With the Best, which includes distribution of SIT. We appreciate the efforts made by our service providers to improve service to our military customers and we look forward to another successful year.

### The Interstate Standard

Rating Scale	5.00 - 4.40 Excellent	4.39 - 4.30 Very Good	4.29 - 4.01 Meets Standards	4.00 - 3.26 Needs Improvement	3.25 - 0.00 Unsatisfactory
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NOTE: Now using last 6 months of surveys:  
January 2009-June 2009

### Top Interline Carriers—Division A

	"H" Rating
Graebel Van Lines	4.39
Paul Arpin Van Lines	4.35
Stevens Van Lines	4.35

### Origin Service Top Service Providers

### SIT Delivery Top Service Providers

#### Division A

	"O" Rating
Modern Moving Ltd (Ft. Drum)	4.21
Admiral Moving & Storage (FISC Norfolk)	4.19
Ace Van & Storage (JPPSO WA)	4.17
Academy Van & Storage (FISC Norfolk)	4.09

	"D" Rating
La Mesa Transfer & Stg (FISC San Diego)	4.20
Ace Van & Storage (JPPSO WA)	4.00

#### Division B

First Class (JPPSO SAT)	4.66
Leek Van & Storage (Ft. Campbell)	4.58
A-1 Freeman No. Amer. (Ft. Sill)	4.51
Atlantic Relocation (JPPSO SAT)	4.48
Jobbers Moving & Storage (JPPSO COS)	4.39

Morrison Mvg & Stg (JPPSO Ft. Lewis)	4.94
Pacific Movers (JPPSO Anchorage)	4.90
Metropolitan Movers (JPPSO Ft. Lewis)	4.85
Interstate Moving Systems (JPPSO WA)	4.26
Academy Van & Storage (FISC Norfolk)	4.24

#### Division C

Reads Moving Sys. of FL (FISC Jacksonville)	4.89
Hammock Transfer (FISC Jacksonville)	4.81
A-Able Transfer & Storage (NAS Pensacola)	4.78
Daniels Moving & Storage (JPPSO COS)	4.75
Shells Van & Storage (JPPSO COS)	4.68

Pacific Movers (JPPSO Anchorage)	4.83
Leek Van & Storage (Ft. Campbell)	4.69
Graebel Movers (JPPSO COS)	4.67
First Class Movers (JPPSO SAT)	4.65
Shur-Way Mvg & Cartage (Great Lakes)	4.56

#### Division D

Derby Van & Storage (Ft. Knox)	5.00
Dircks Moving Service (JPPSO COS)	4.94
New London Moving (JPPSO Northeast)	4.88
Graebel Lightning Movers (JPPSO COS)	4.85
Stevens Van Lines (JPPSO Northeast)	4.83

Mather Brothers (JPPSO SAT)	4.83
Mitchell Mvg & Stg (JPPSO Ft. Lewis)	4.80
Ambassador Worldwide (JPPSO WA)	4.71
The Inland Sea (Ft. Bliss)	4.60
City Moving (Ft. Sill)	4.60

## New Divisions

Division A = 80+ shipments

Division B = 40-79 shipments

Division C = 20-39 shipments

Division D = 5-19 shipments

### Legend

January-  
December 2008  
28% surveys

January-  
June 2009  
41% surveys

- Data represents January 2009 through June 2009
- Divisions based on number of shipments serviced by provider
- O rating = average of 25% of the survey score and 75% of the packing score
- H rating = average of loading score and delivery score
- D rating = delivery score out of SIT only