

▶ INSIDE THE

TRIANGLE

DECKER TRUCK LINE, INC.



The Power of Positive Posts Continued...



The topic of Issue 2: *Inside the Triangle* was positive and negative posts. Recap, on-line reviews are a natural way for consumers to relay their experience with a brand. It's critical to our business that we monitor and manage these reviews accordingly. The impact of a review has become very powerful in undermining a business' reputation, leading to positive or negative consequences: please refer back to Issue 2 specific details on this topic were addressed.

How to Improve our Ranking

With a general understanding of how reviews affect a business now we can take action on supporting our brand. All employees play a key part in upholding the business message. Decker Truck Line, Inc. can be found on any given review site among many Glassdoor, Indeed and Google are the topic of this issue. This issue will include details on understanding a review site, our current rankings and how to leave a review.

Glassdoor — 2.7 ★★☆☆☆☆

Glassdoor is a website where current and former employees anonymously review companies. Glassdoor also allows users to anonymously submit and view salaries as well as search and apply for jobs on its platform. Glassdoor produces reports based upon the data its anonymous and, in many cases, managers generate positive reviews for their organizations through posts. These reports have been on topics including work-life balance, CEO pay-ratios, lists of the best office places and cultures, and the accuracy of corporate job searching maxims. Data from Glassdoor has also been used by outside sources to produce estimates on the effects of salary trends and changes on corporate revenues.

How to leave a positive review on Glassdoor:

- 1.) Visit <https://www.glassdoor.com/Reviews/Decker-Truck-Line-Reviews-E301996.htm>
- 2.) Next, once you are on the Glassdoor site click the blue rectangle box in the upper right hand corner of the screen "+ Add a Review"



- 3.) Lastly, a page titled "Rate a Company" will show. To leave a positive review fill in the following fields and click Submit Review:

Company

 Overall Rating*
 ★ ★★ ★★★ ★★★★ ★★★★★
 Are you a current or former employee?
 Current Former
 Employment Status*

 Your Job Title at Decker Truck Line*

 Review Headline*

 Pros* 5 word minimum

 Cons* 5 word minimum

 Advice to Management

 I agree to the Glassdoor Terms of Use. This review of my experience at my current or former employer is truthful.



Indeed — 2.9 ★★★★★

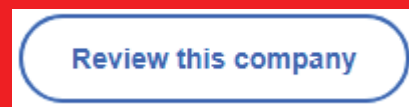
Indeed is a site that aggregates job listings from thousands of websites, including job boards, staffing firms, associations, and company career pages. Like Glassdoor, current and former employees anonymously review companies. Indeed also allows users to anonymously submit and view salaries as well as search and apply for jobs on its platform.

Ratings by category:

Work-Life Balance- 2.8; Pay & Benefits- 2.9; Job Security & Advancement- 2.6; Management- 2.5; Culture- 2.9

How to leave a positive review on Indeed:

- 1.) Visit <https://www.indeed.com/cmp/Decker-Truck-Line,-Inc/reviews>
- 2.) Once you are on the Indeed site click the blue oval in the upper right hand corner of the screen "Review this company"



- 3.) Next, a page with 13 statements will appear. It will prompt you to rate your experience with a 1 to 5 ranking. 1 meaning strongly disagree and 5 being strongly agree. This page also has 2 questions for you to complete, once done click the blue oval "Continue" at the bottom of the screen.
- 4.) Lastly, you will be prompted to answer 2 questions ranking the company, fill out a little about yourself section and click the blue oval "Finish" button at the bottom of the page.

How would you rate this company?

Overall rating *	★★★★★
Job Work/Life Balance	★★★★★
Compensation/Benefits	★★★★★
Job Security/Advancement	★★★★★
Management	★★★★★
Job Culture	★★★★★

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Google — 3.7

Studies show that 92% of consumers read on-line reviews before visiting a business. While all reviews sites are important, Google reviews have the most impact because people turn to Google more than any other search engine or review site. We've found that 58% of all reviews written in 2018 were written on Google, more than Facebook and Yelp combined.

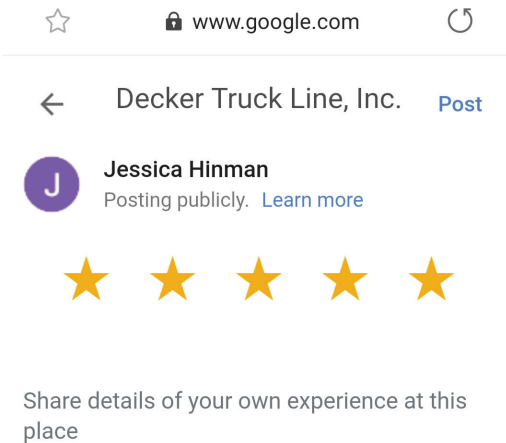
Google's robust and ever-adapting search engine, maps, business listings, and reviews ensure that the searcher gets the information that he or she is looking for – information that is comprehensive, relevant and reliable. Bottom-line – Google reviews inspire trust!

How to leave a positive review on Google:

- 1.) Visit <https://www.google.com> and search for Decker Truck Line, Inc. on the right hand side of the screen you will find our Google information
- 2.) Once you are on the Decker Truck Line, Inc. page in the upper right hand corner there is a blue rectangle with a pencil icon "Write a review" click on that. This icon may appear gray depending on your device.



- 3.) Lastly, you will be prompted to a ratings page with space to leave a comment. Once you have completed this section simply click post on the right hand side.



Share details of your own experience at this place

8 Tips For Writing a Positive Review



1.) Provide useful, constructive feedback

A good review includes enough detail to give others a feel for what happened. Explain which factors contributed to your positive, negative or just so-so experience. You might also offer your view on what the company is doing well, and how they can improve. But keep things friendly and courteous!

2.) Talk about a range of elements, including customer service

Increase the relevance of your review by addressing your overall experience, including the level of customer service you received. Tell people how helpful the company was! Focusing on only one element, such as product quality or delivery options, provides limited insight to readers.

3.) Be detailed, specific, and honest

There's no rule against only writing a handful of words in a review, but the more specific you can be, the more likely the review is to be useful. We suggest writing from your own individual perspective, keeping it honest and sticking to the facts. Help readers stand in your shoes.

4.) Leave out links and personal information

Reviews shouldn't contain information that identifies people — such as names, phone numbers or addresses. Please note that name abbreviations, initials, describing a person's physical characteristics or referring to their unique job title (such as CEO, owner, receptionist)

may also lead to a person being identified and shouldn't be used in your review.

5.) Keep it civil and friendly

Freedom of speech gives you the right to express yourself, but there's a line between appropriate and inappropriate. At the extreme end, the law prohibits defamatory statements. This includes accusatory statements that are untrue or not yet proven to be true.

6.) Feel free to update your review if needed

An important feature can be to edit your review to reflect a changed opinion or a resolved problem, or write a new review if you have a new or updated experience with the same company.

7.) Check you've got the right domain name or company

Check that you're posting your review in the right place. If a company has claimed their profile on there's often information about that business will appear on the profile page that can help you check whether this is the business you're intending to review.

8.) Proofread your review

It's a good idea to check that your review is readable, makes sense and has no typos before posting, but a surprising number of reviews contain errors. So remember to quickly run your eye over your text before hitting "post"!

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