

# Reputation rulebook for logistics business

zehnder



What it is all about

# First impressions last

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Your company's longevity depends on its reputation. The way that customers and prospects perceive your business is critical to its success – after all, nobody supports businesses they dislike.

Companies with robust reputations will also find it easier to attract skilled employees, since the most talented candidates are drawn to prestigious companies that are known for their good work. A strong reputation can even improve employee morale, as everybody knows they're working for a respected organisation.



# Keep your image clean

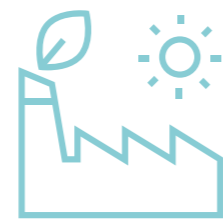
It takes a lot of time and hard work to establish a positive reputation. Even once you have built up the company name, it's fragile and requires constant maintenance.

Here is a list of rules that your company can follow to ensure that its reputation stays spotless. Get more insights on the following pages.



## Rule #1

Treat your employees with respect.



## Rule #2

Create excellent working conditions.



## Rule #3

Meet customer expectations by keeping your products pristine.



## Rule #4

Avoid late delivery due to dirty facilities.



## Rule #5

Keep the work environment squeaky clean.



Rule #1

## Treat your employees with respect

The logistics industry is infamous for poor employee satisfaction, all too often offering low wages and dark, dusty work environments – so do what it takes to debunk this perception.

Start by examining your company's image internally. Ask yourself, "Are my employees satisfied?" If the answer to that is no, then you have some work to do internally before you begin to worry about your business's reputation.

Employees are what make your company run, so taking good care of them isn't an area you can afford to cut.

- Pay your employees fairly.
- Ensure that working conditions are satisfactory.
- Provide opportunities to move up within the company.

Your employees may even become ambassadors for your brand, telling others how great it is to work for your business.

Rule #2

## Create excellent working conditions

Another key aspect of ensuring employee satisfaction is providing them with a healthy and safe work environment. Keep your talents!

If your employees have to work in an unclean environment, they will feel dissatisfied and are ultimately less productive and more likely to leave. Hiring is expensive and finding qualified staff can be challenging. High turnover rate is a huge red flag to prospective employees.

So make sure to take good care of the employees you already have.

Conversely, happy, skilled and motivated employees are a great asset, letting the company run at maximum efficiency and creating a workplace that prospective employees want to join.





### Rule #3

## Meet customer expectations by keeping your products pristine

Customers expect a certain experience when ordering goods, and that goes well beyond the products themselves.

No matter how good the product, the customer won't be happy if it shows up at their door in a crumpled cardboard box, caked in dust.

First impressions, particularly how your products appear upon arrival, can have an enormous impact on their perceived quality. If your customers receive dusty or damp goods, they'll be far less likely to recommend you to others.

If you keep your facilities and transportation infrastructure as clean as possible, you can consistently meet your customers' expectations – and sometimes even exceed them.

Rule #4

## Avoid late delivery due to dirty facilities

Storage areas are particularly liable to accumulate dust, and this can leave products looking unpresentable.

Cleaning every package before it is dispatched can add significant strain on your staff and delay dispatch on tight delivery deadlines. Skipping the cleaning process is faster, but it can damage your reputation, it's a lose-lose!

Additionally, if your company becomes known for consistently missed or postponed deadlines, then your reputation will suffer. What is a business to do? Fortunately, by cutting out the problem at the source using air filtration and regular cleaning, businesses can avoid this issue entirely.





Rule #5

## Keep the work environment squeaky clean

In most industries, storage and transport areas quickly accumulate dust, dirt, and grime, and this is particularly true for the logistics business.

Daily processes – from loading and unloading to processing create a breeding ground for dust. This dust doesn't just disappear, it settles on every surface, and your premises can quickly become buried in dust.

Machinery runs more effectively when it's unhindered by dust and employees take less sick leave when the air they breathe is clean.

A dirty facility also looks bad to customers and suppliers who might visit the site.

So dust your work environment off and always remember:  
**It takes 20 years to build a reputation and five minutes to ruin it.**



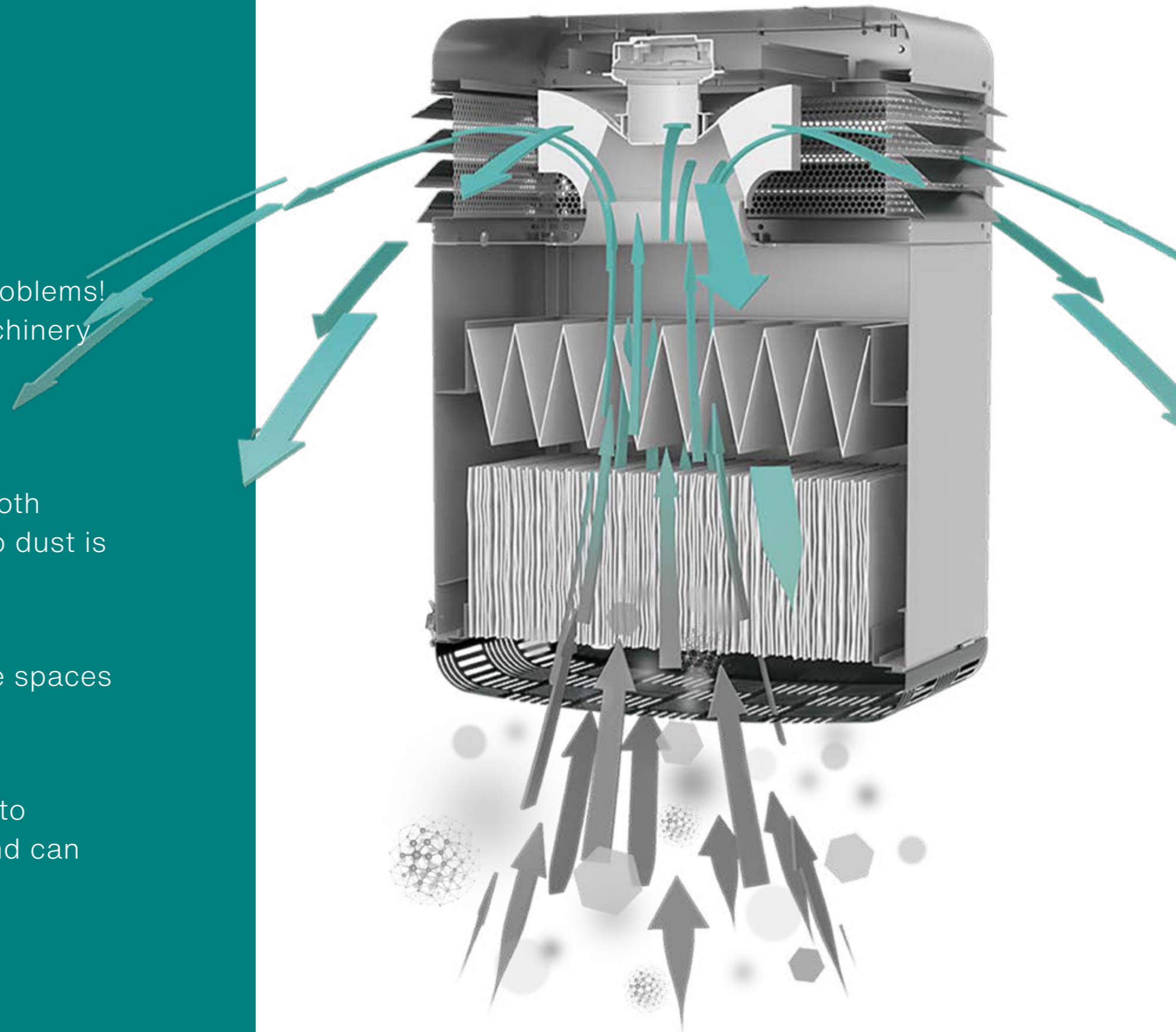
# How industrial air cleaning can help

Industrial air cleaning is the solution to these pernicious problems! It can improve the quality of products by ensuring that machinery remains dust-free and products remain uncontaminated.

Air cleaning captures dust while it's still in the air – before it has a chance to accumulate. This can help with both unclean premises and dissatisfied employees, as almost no dust is allowed to settle and the air remains fresh and breathable.

Finally, it can prevent late delivery by ensuring that storage spaces remain dust-free, and labels are never obscured by dirt.

Overall, air purification systems are an affordable solution to many of the problems that any logistics company faces, and can significantly improve its reputation.



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