

6 Things to Remember When Completing the Best Fleets Questionnaire



1. Focus on what's real

Include information about your actual, working programs, and new things that you're about to launch. Those things tell us what you're doing, and give us a sense of how you're doing it.

Don't talk about your beliefs or commitments. Those are important, but Best Fleets is about capturing the tangible things happening in a fleet, so beliefs and commitments don't provide any meaningful data. Your beliefs and commitments will show through in the programs you're implementing and the feedback from the driver surveys.

2. Avoid the common phrases and clichés

We interview many fleets each year, and we hear a lot of the same phrases over and over again. However, what's more important in the Best Fleets process is how you implement those things – every company claims to have an open door policy, so what do you do that's different from other fleets? How do you make sure drivers feel like family? Those details give us a much better picture of what your company is doing that's unique.

3. Provide details

Be sure to provide complete answers to questions, rather than just 'yes' or 'no'. Many of the questions have multiple parts, so it's important to read through them and make sure your answer covers each part. If you don't have a formal program in a particular area, that's okay. Informal efforts count as well, in most cases, so document those things to show how you're addressing an issue.

If a question doesn't apply to you (e.g. a question about owner-ops won't be applicable to a fleet that's all company drivers), answering N/A is just fine.

4. Stay focused and current

While it's important to provide details about what the company is doing, we want to focus on what you're doing currently. All the answer fields have character limits, so there isn't a lot of excess space to discuss things that happened in the past.

This is particularly important for returning participants – details from past years don't need to be included in the answer, since we have all that information already. Focus on what's new and use the space to highlight what you're doing differently this year.

5. Don't worry about the writing

Although it's a written questionnaire, there are no points for writing quality or style. That means you don't need to worry about writing beautiful sentences, or filling it with marketing speak. Bullet points are fine, as long as the data is there.

6. Review before submitting

Once all the questions have been answered, a submit button will appear at the top of the page. However, that doesn't mean that you should submit the questionnaire immediately. Print out the responses and review them as a group. You'll no doubt find things you want to correct or rewrite, and extra eyes will help ensure you've provided complete information in every area.