

# Welcome to our Roadshow



Please visit us for more information at:

Main Website: [www.homesafealliance.com](http://www.homesafealliance.com)

Supplier Registration: [HSASupplier.com](http://HSASupplier.com)

Facebook: [www.facebook.com/HomeSafeAlliance](http://www.facebook.com/HomeSafeAlliance)

LinkedIn: [www.linkedin.com/company/homesafe-alliance](http://www.linkedin.com/company/homesafe-alliance)

X (Formerly known as Twitter): [@homesafe\\_all](https://twitter.com/homesafe_all)



Delivering an Exceptional Moving Experience

## Key Attributes and Program Concepts

US Transportation Command - Global Household Goods Contract



# HomeSafe Approach

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Provides a low-risk delivery model that improves accountability, enables economies of scale, provides opportunities for route optimization and better asset utilization, and leverages a unified and integrated IT solution



## Revolutionizing Military Household Goods

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### Transforming

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The Department of Defense household good relocation process

### Enhancing

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The Service Member and service provider experience

### Improving

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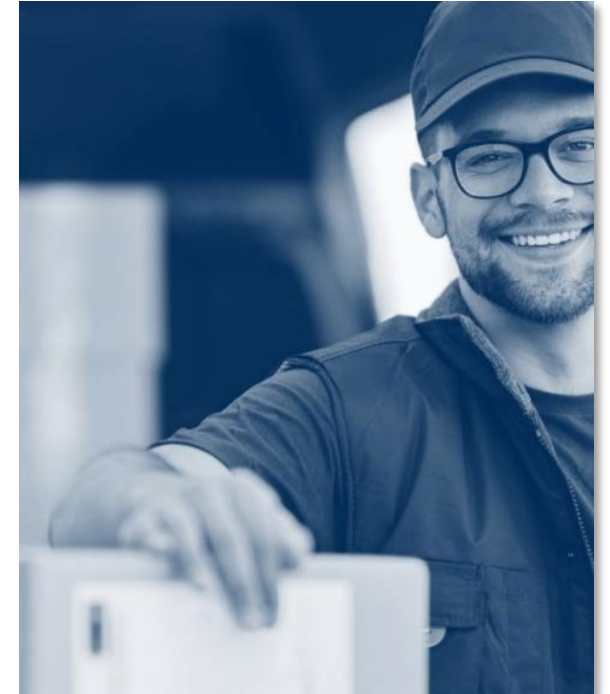
The quality of moves, expansion of capacity, and the reduction of claims



# Agenda



- **Intro to HomeSafe Program**
  - **Key Attributes and Program Concepts**
    - Small Business Commitment
    - HomeSafe Connect
    - Carrier Quality Index
    - Service Members Experience Demo
    - Pricing Philosophy
    - Load Assignment and Payment
- **Networking Break**
- **Joining the HomeSafe Team**
- **HomeSafe Connect Demo**







## Benefits to the Service Provider

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01

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Ease of use of  
HomeSafe Connect  
IT at no cost

02

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Optimized hauling

03

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Levelized workload,  
consistent peak and  
non-peak tonnage

04

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Incentives for quality  
performance: quality  
performance  
guarantees better  
access to moves

## **Quality Matters**

Survey Results, Timeliness, Claims

## **Commitment**

To contract requirements

## **Accountability**

Increase and clarify accountability by replacing current SCAC-based move award process with formal prime/sub relationships

## **Respect**

Demonstrate respect to the role and the importance of subcontractors and to our customers



## **Principles for Subcontractor Selection**



## High Quality Scores Drive:

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- Earlier access to moves
- Increased offers to haulers



## CQI – Carrier Quality Index

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## Quality Control & Management

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Using metrics collected in HomeSafe Connect, the Quality Control Management Dashboard provides a continuous feedback loop of real-time performance data to optimize operations

# Carrier Quality Index (CQI)



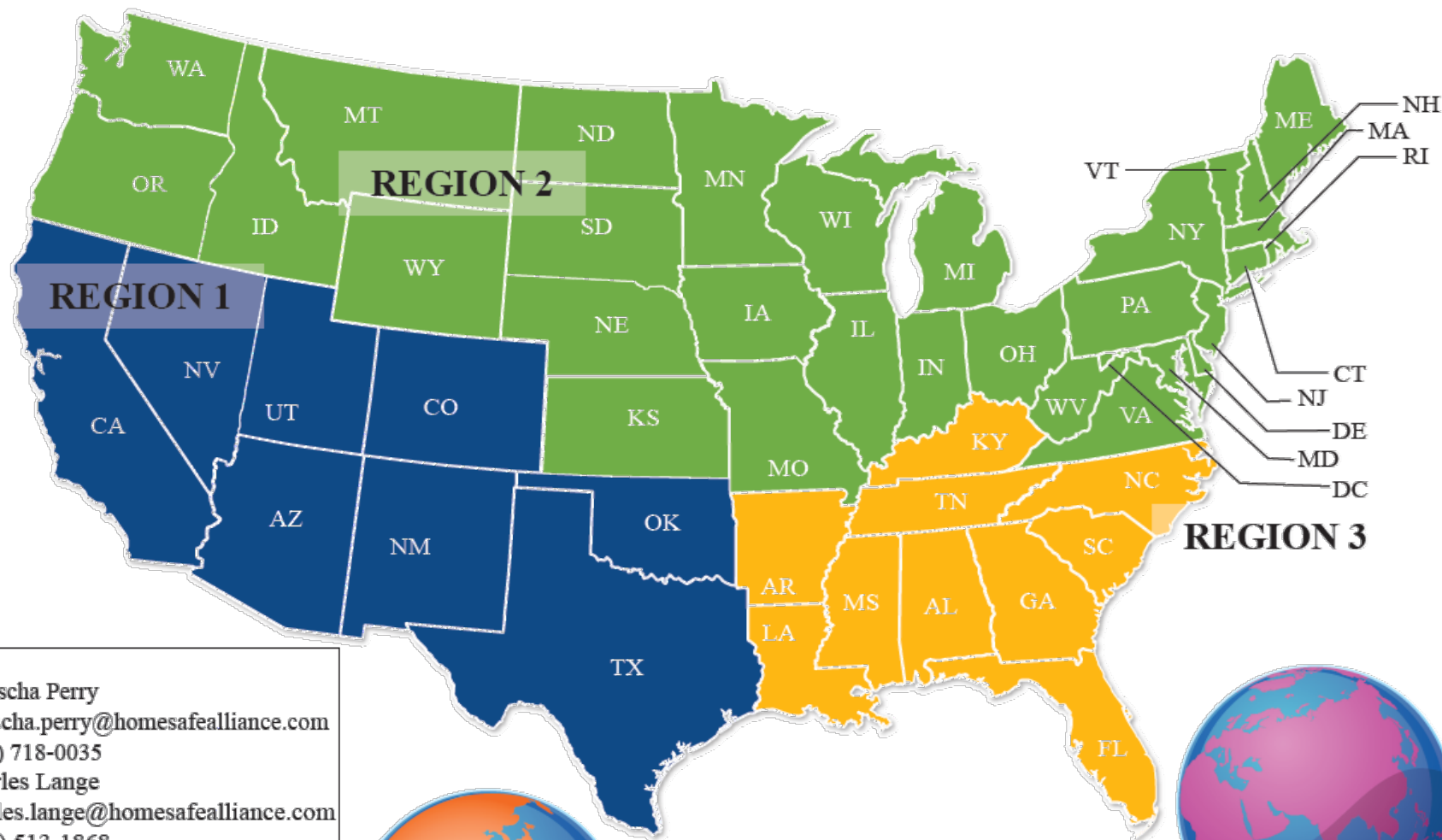
## Carrier Quality Index, CQI, Scoring Breakdown – 12 Month Rolling

	Survey Results	Timeliness	Claims
Weight	60%	25%	15%
Score 0-5	TRANSCOM Feedback	Timeliness	Claims
5	5	On-Time	\$0 - \$500
4	4	2 Day(s) Late	\$501 - \$750
3	3	3 Day(s) Late	\$751 - \$1000
2	2	4 - 8 Day(s) Late	\$1001 - \$2000
1	1	8 + Day(s) Late	\$2000 +





# Regional Service Model



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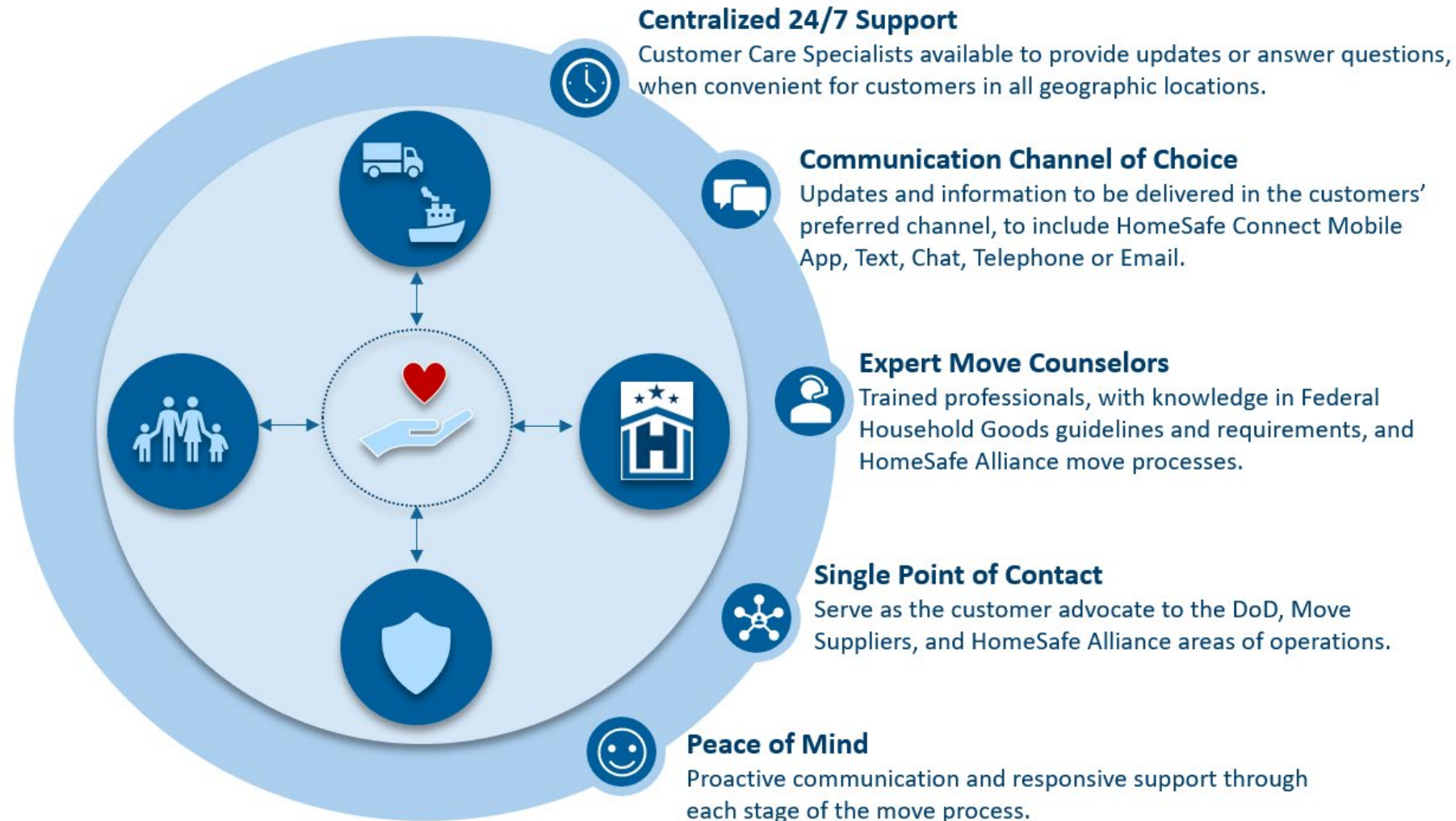


**REGION 7**  
Asia — OCONUS



**REGION 6**  
Europe — OCONUS

# Concept of Operations



# *HomeSafe Learning Management System (LMS)*

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Providing a comprehensive library of application and service provider video training

**Available 24/7 — PC or mobile device access**



Revolutionizing  
Military Household  
Goods  
Training

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## HomeSafe Connect IT System Training

Training and certification for customers, crews, drivers, sales, and administration staff

## Service Provider Training

Covering all aspects of domestic and international moving skills



# *HomeSafe LMS Dual Curriculum*

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## **HS Connect & Military Household Goods Training**

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### **Formal Training Section**

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- Assigned learning modules – based on the user's role
- How-to text documents
- Training certification - post training testing
- Active trainee management - reminders and progress reports

### **Self-directed Training Section**

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- Training on demand - watch whenever and wherever
- Knowledge base -Self-help video training – short 1 minute rescue videos
- How-to text documents

# Learning Management System



## Training Delivery

Three Types of Training:

- Learn at your own pace using the LMS
- Live webinars
- In-person events

## Training Philosophy

- Short videos... 3-6 minutes
- Test small, learn, then scale
- Voice of the Customer program
- Phased rollout approach

## Training Lifelines

- Digital In-App Flows
- HomeSafe Connect knowledge base
- On-line or phone technical support



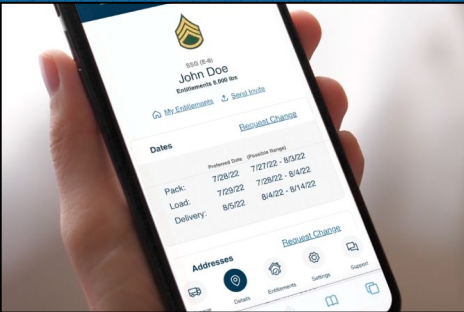




# Who will be trained on HomeSafe Connect?

## HomeSafe

- All HomeSafe Operations Personnel
- All HomeSafe Claims, Billing, and Administrative Personnel
- All HomeSafe Connect Center Personnel



## Agents

- All Agent OPS and Administrative Personnel
- All Agent Crew Leads and Drivers
- All Agent Warehouse Personnel



## Government

- All Military Quality Assurance Personnel
- All Service Members
- All JPPSO Administrative Personnel





# Notification

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HomeSafe Connect notifies subcontractors of moves in rank order based on CQI



## Load Assignment

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*Going forward, service providers who provide additional peak season capacity to Department of Defense moves will receive more non-peak season tonnage*

# Assignment

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We assign load-optimized, consolidated trips to service providers within our carrier network based on CQI

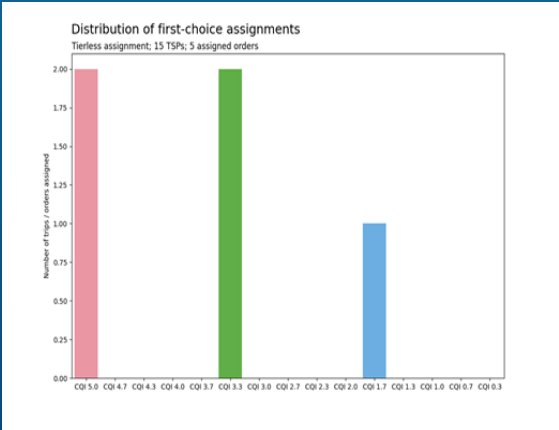
# Rewards

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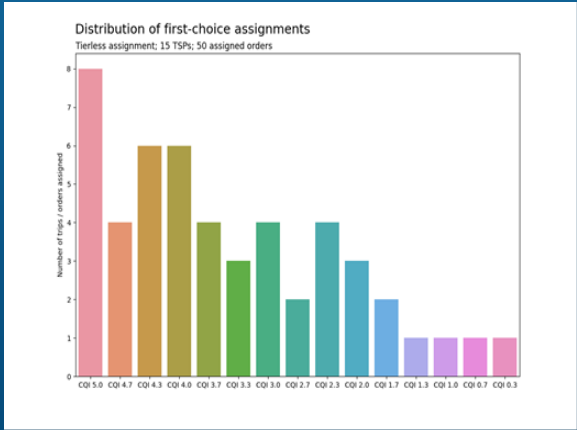
Quality has its rewards, and partners who perform consistently well will do best under the selection process



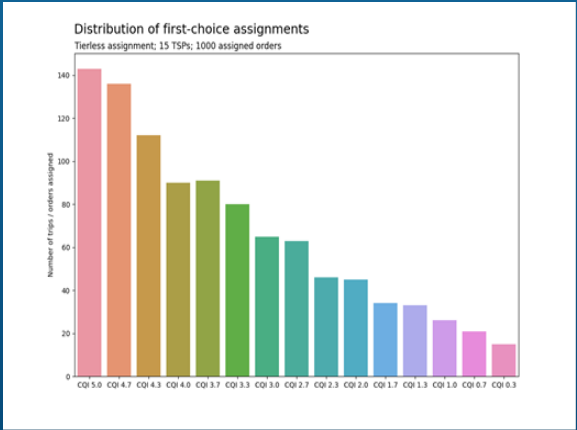
# Progressive Weighted Quality Distributions



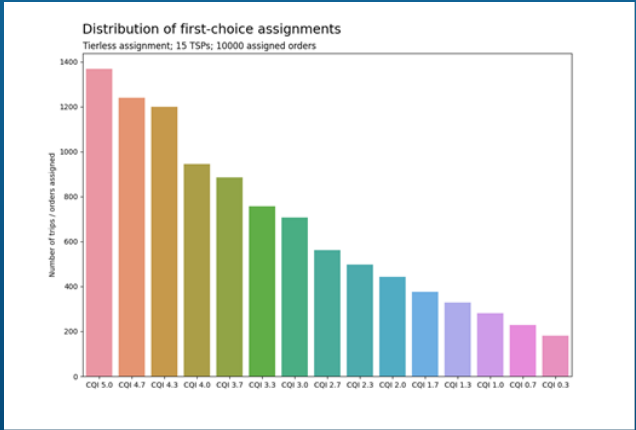
5



50



1K



5K

**Improved capacity utilization through consolidated loads and route optimization**

**Increased consolidation opportunities at/near points of origin**

**Greater pre-move survey accuracy using HomeSafe Connect. This provides the most convenient proven survey solution to the customer with customers using their phone**

**Increased capacity, reduced transit times and lower incidence of claims through containerization**



## **Improved Capacity Utilization**

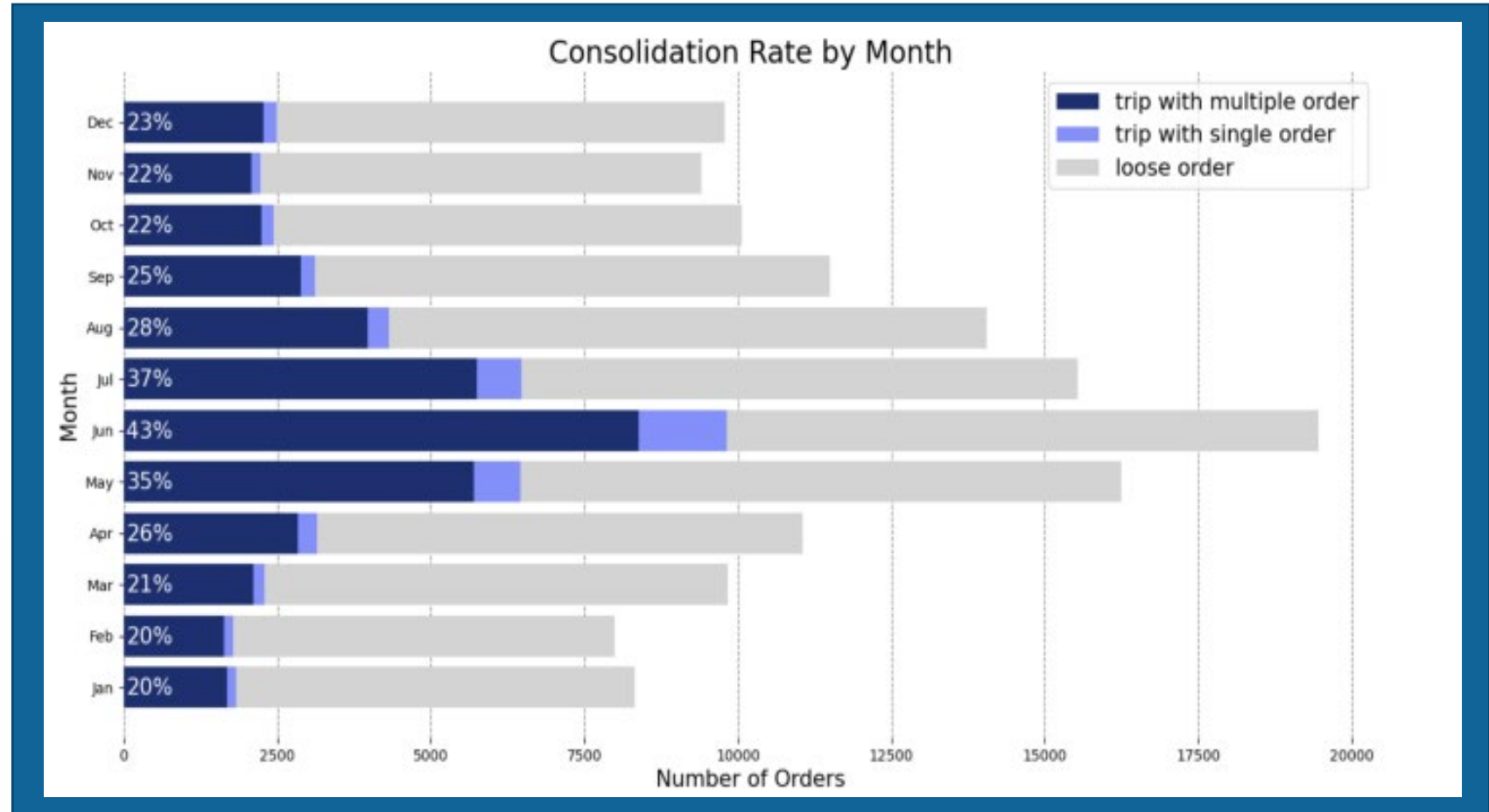
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# Optimizing the Shipments into Bundled Trips

- Packages shipments based on timing and destination into trips
- Used TRANSCOM 2021 data
- Analysis based on Service Area Boundaries
- Independent results from Assignment Analysis
- Will analyze potential for select continuous routing vs power lane hubs



# Reciprocal Routing Potential

## Approach for Identifying Reciprocal Routes

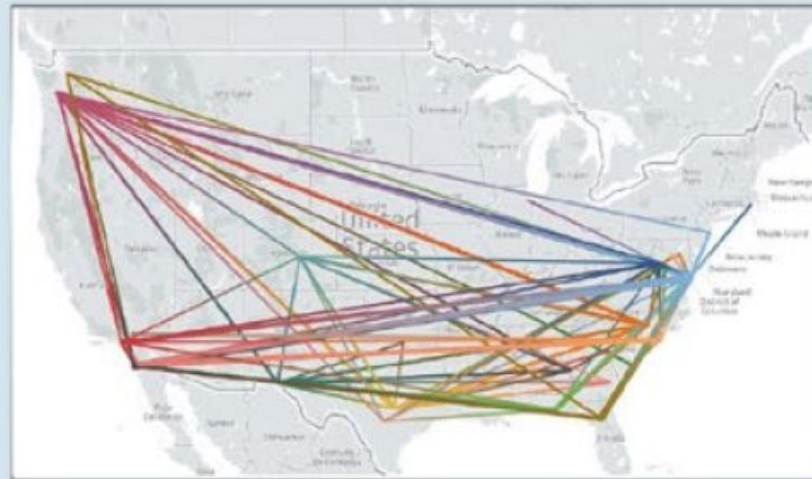
**Mapped all possible permutations** of service areas as origins and destinations using historical data throughout the year (not differentiated between peak and non peak)

**Consolidated** the list of origins and destinations **to reflect the pairs** (reciprocal routes)

**Calculated the minimum amount of shipments** traveling both ways **within each pair**

**Used 2 shipments as minimum threshold** for identifying pairs that are reciprocal enough for HomeSafe to deploy dedicated fleets

## Map of Reciprocal Routes Based on Historical Data



## Examples for Reciprocal Routing

San Diego, CA Metro — Norfolk, VA  
 Jacksonville, FL — Norfolk, VA  
 Pensacola, FL — Norfolk, VA  
 Jacksonville, NC — San Diego, CA  
 Los Angeles, CA — Norfolk, VA  
 Norfolk, VA — Seattle, WA  
 San Diego, CA — Norfolk, VA  
 Fayetteville, NC — Seattle, WA  
 Washington, DC — Norfolk, VA  
 Austin, TX — Seattle, WA

**38% of total shipments covered**  
 ~63K out of ~166K shipments are between high-frequency pairs



**Greater consolidation and use of power lanes expands opportunity to use non-traditional FTL modes of transportation**



**Approach yields significant increased capacity through addition of FTL capacity, as well as significant cost savings**

# Top 20 Consolidation Lanes (Using 2021 TRANSCOM Data)



Lane	Origin SA	Origin SA Name	Dest SA	Dest SA Name	Total	Trip Orders	Trips	Single	Consolidation%
(176, 816)	176	Jacksonville, FL	816	Norfolk, VA	600	544	166	56	90.67%
(816, 176)	816	Norfolk, VA	176	Jacksonville, FL	548	520	153	28	94.89%
(77, 816)	77	San Diego, CA Metro	816	Norfolk, VA	548	480	142	68	87.59%
(816, 77)	816	Norfolk, VA	77	San Diego, CA Metro	513	475	121	38	92.59%
(76, 576)	76	San Diego, CA	576	Jacksonville, NC	394	337	110	57	85.53%
(816, 168)	816	Norfolk, VA	168	Washington, DC	261	226	92	35	86.59%
(76, 816)	76	San Diego, CA	816	Norfolk, VA	372	317	89	55	85.22%
(816, 56)	816	Norfolk, VA	56	Los Angeles, CA	387	344	85	43	88.89%
(56, 816)	56	Los Angeles, CA	816	Norfolk, VA	316	265	85	51	83.86%
(188, 816)	188	Pensacola, FL	816	Norfolk, VA	297	235	78	62	79.12%
(816, 76)	816	Norfolk, VA	76	San Diego, CA	338	290	76	48	85.80%
(816, 188)	816	Norfolk, VA	188	Pensacola, FL	253	211	71	42	83.40%
(568, 840)	568	Fayetteville, NC	840	Seattle, WA	264	220	71	44	83.33%
(840, 816)	840	Seattle, WA	816	Norfolk, VA	272	224	69	48	82.35%
(568, 140)	568	Fayetteville, NC	140	Colorado Springs, CO	231	190	66	41	82.25%
(77, 840)	77	San Diego, CA Metro	840	Seattle, WA	308	262	66	46	85.06%
(72, 576)	72	San Bernadino, CA	576	Jacksonville, NC	209	182	65	27	87.08%
(576, 76)	576	Jacksonville, NC	76	San Diego, CA	244	199	64	45	81.56%
(168, 816)	168	Washington, DC	816	Norfolk, VA	202	157	64	45	77.72%
(816, 840)	816	Norfolk, VA	840	Seattle, WA	270	219	61	51	81.11%



# GHC Compensation



- Packing/Unpacking CWT
- OA/DA Fees CWT
- Accessorial
  - Shuttle
  - Crating
- Linehaul / Transportation
  - Fuel Surcharge Pass Through
- Storage in Transit
  - 1st Day SIT
  - Additional Days SIT
  - Delivery Out of SIT





**Quality Deliver → Higher Quality Scores → Greater Opportunities**



## **Financial Incentives**

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### **4 types of incentives**

1. Automated Payments
2. Quality incentives
3. Peak season commitment incentives\*
4. Small business commitment

*\*This incentive is available to all subcontractors and directly rewards service providers who deliver more peak season capacity – an important strength of HomeSafe*



## HomeSafe Supplier Registration

website: [HSAsupplier.com](https://HSAsupplier.com)

**For assistance with registration, please reach out to:** Bee at [Brankica.Trajkovski@HomeSafeAlliance.com](mailto:Brankica.Trajkovski@HomeSafeAlliance.com) or  
Ismir at [Ismir.Residovic@HomeSafeAlliance.com](mailto:Ismir.Residovic@HomeSafeAlliance.com)

**If you are already registered and need assistance, please reach out to your regional (regional map can be found on slide 9):**

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**Region 2:** Ryan Green [Ryan.Green@homesafealliance.com](mailto:Ryan.Green@homesafealliance.com) (812)-498-5266

**Region 3:** Charles Lange [charles.lange@homesafealliance.com](mailto:charles.lange@homesafealliance.com) (803) 513-1868







# HomeSafe Connect Demonstration

Service Provider Experience





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