

# Welcome to our Dallas 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)

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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

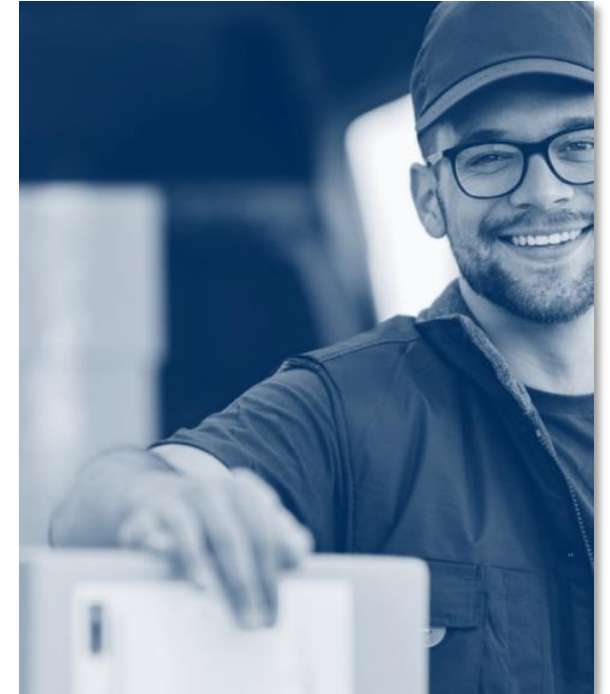
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The quality of moves, expansion of capacity and the reduction of claims

# 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
- Higher compensation 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

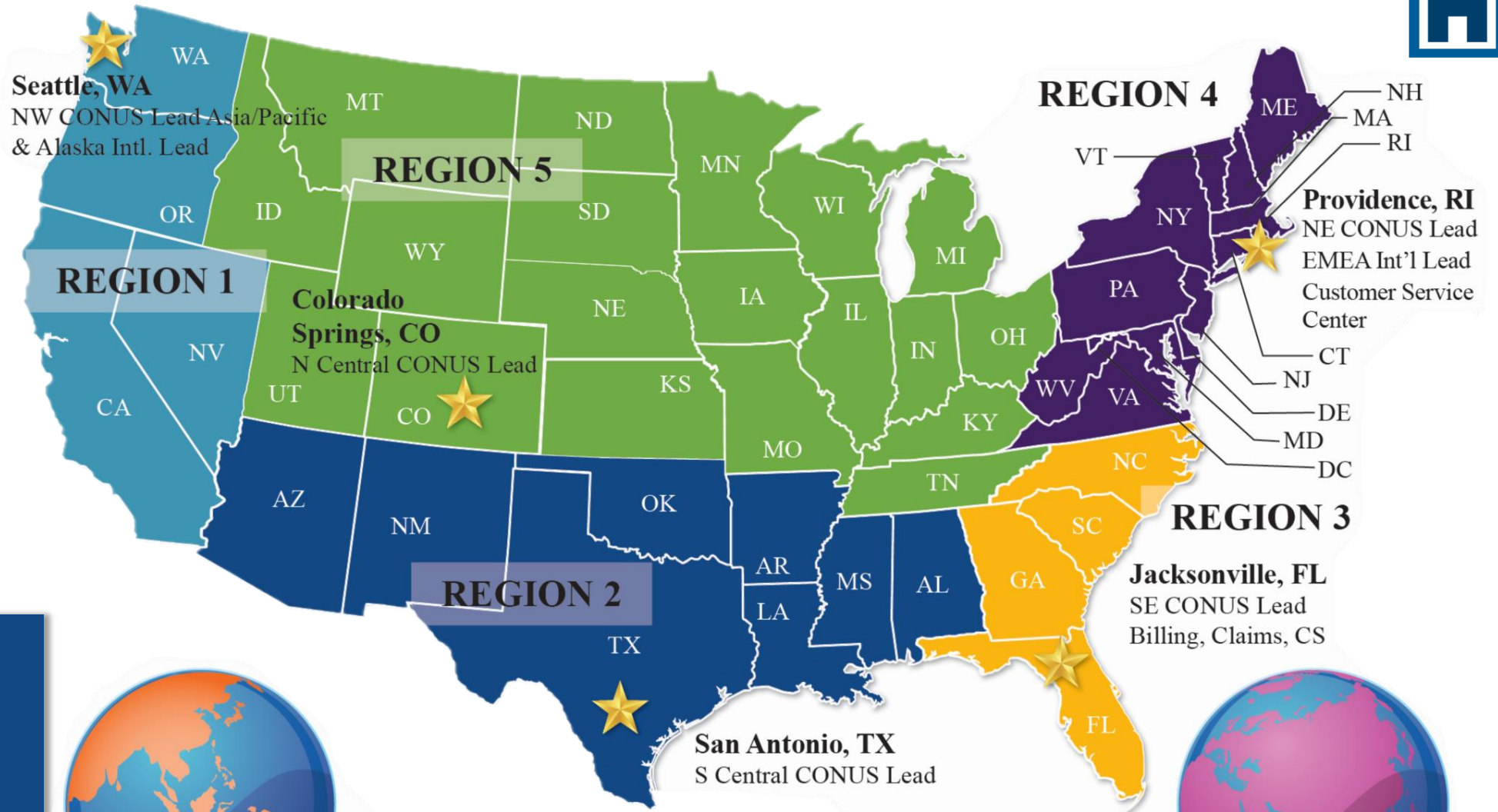
# Carrier Quality Index (CQI)



## 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



**REGION 7**  
Asia — OCONUS



**REGION 6**  
Europe — OCONUS

## Reward Quality

Financial bonus/uplift payable annually to the small and large business subcontractors with the top 10% quality scores. We compute quality scores (CQI) by aggregating the USG service member satisfaction survey completed on each move, with our internal quality control audits (including the top performing small businesses) and objective timeliness and claims data



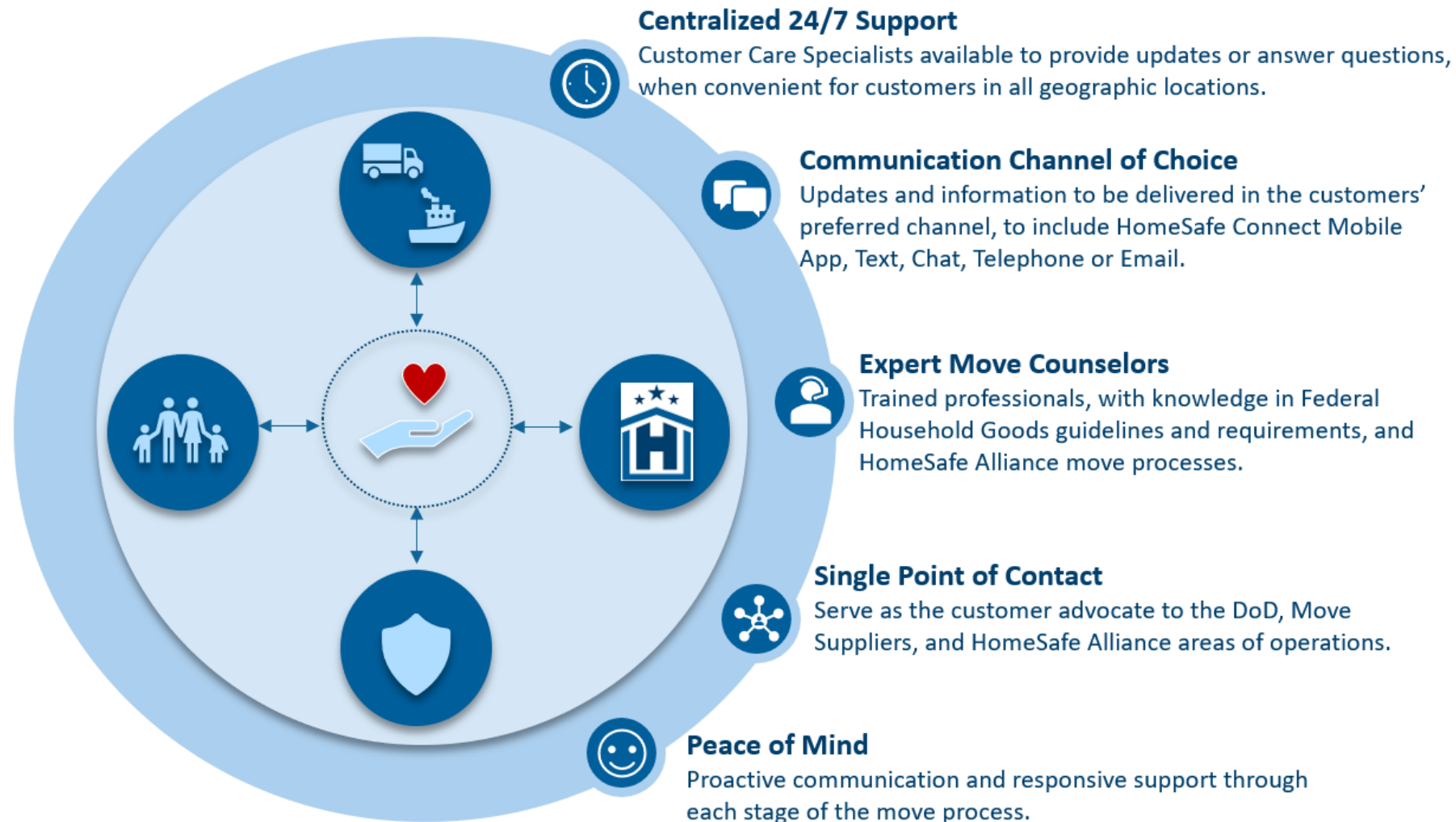
## Rewards

*Annual incentive bonuses to the top 10% highest ranking small and large subcontractors, with formal recognition for others rounding out the top 25% highest ranking subcontractors based on quality*

## Reward Capacity

Peak season capacity commitments are rewarded with priority access to the Load Assignment for valuable non-peak season tonnage, providing early/priority access to non-peak moves by region. This early viewing rewards the service provider

# 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 App 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



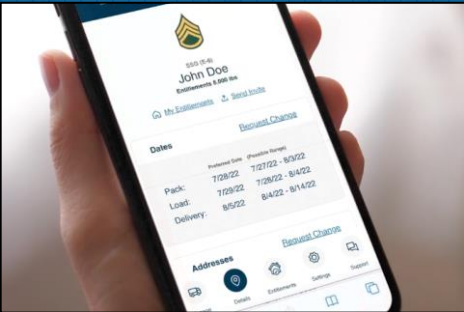




# Who will be trained on HomeSafe Connect?

## 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

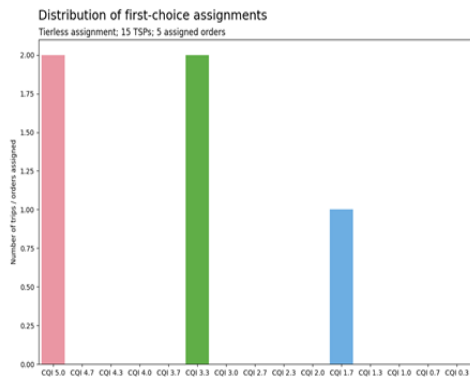
# Rewards

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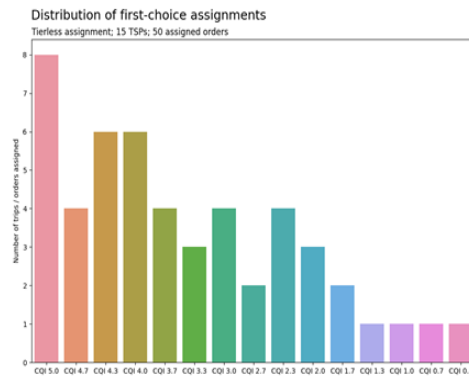
Quality has its rewards, and partners who perform consistently well will do best under the selection process



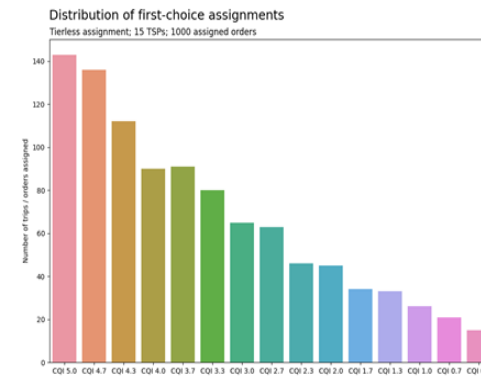
# Progressive Weighted Quality Distributions



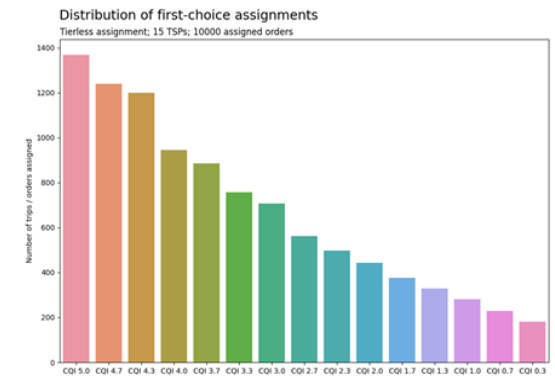
5



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**



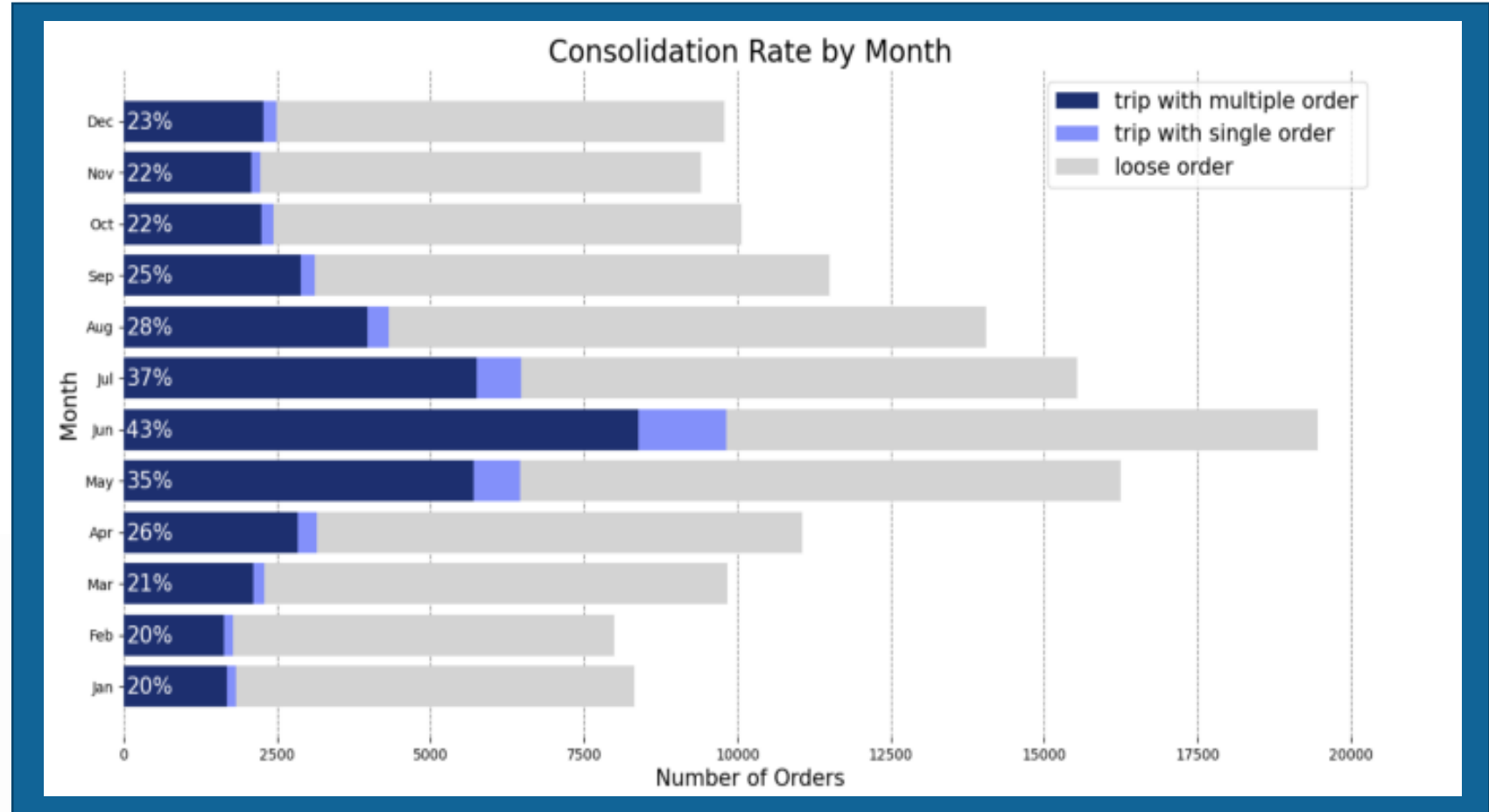
## **Improved Capacity Utilization**

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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

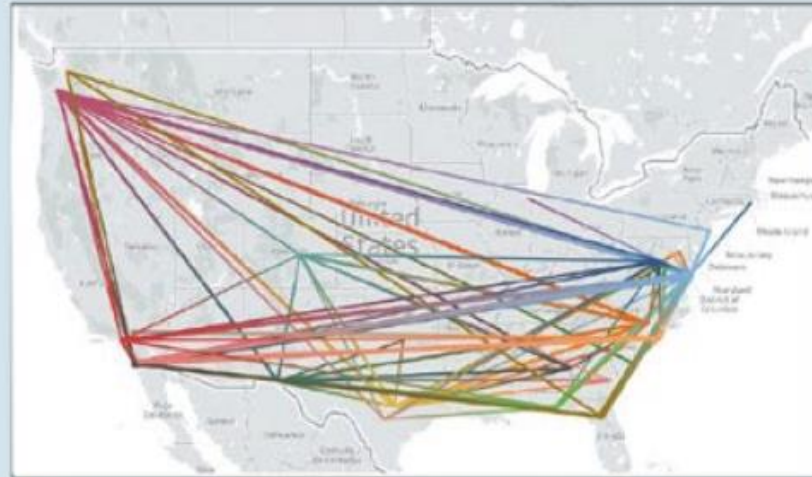
**Mapped all possible permutations** of service areas as origins and destinations using historical data throughout the year (not differentiated between peak and non peak)

**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**

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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)





# HomeSafe Connect Demonstration

Service Provider Experience





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