

# SUCCESS STORY: HESSELBEIN TIRE CO., INC.



## CHALLENGE: POOR EMPLOYEE RETENTION

Hesselbein Tire Co., Inc., a leading tire wholesaler in North America, was experiencing challenges with employee retention at several of its distribution centers across the southern United States. This turnover was leading to inefficient operations, fulfillment errors, and difficulty meeting the increased demand the company was experiencing.



## SOLUTION: LEAN MANAGEMENT PRINCIPLES

Working with Hesselbein, Malin introduced Raymond Lean Management (RLM) to improve retention and optimize operations. Employees throughout Hesselbein were formally trained and encouraged to continually identify wastes in their processes and come up with solutions to address those wastes by submitting improvement ideas to management.



## RESULT: SIGNIFICANT TURNOVER REDUCTION

Through standardized processes, Hesselbein was able to increase employee retention, identify root causes of defects, and build in quality throughout its processes. The opportunity to impact organizational change helped create a more engaged employee culture, resulting in higher morale, workforce retention, and better service for customers. In fact, as employee engagement increased, the turnover rate decreased significantly, falling from 60% to 25%.

Our team members know what problems we need to work on to make our business better. And with RLM, they now have the tools and the beginnings of our continuous improvement culture to make it happen.

— Chris Pope, General Manager, Hesselbein Tire Co., Inc.

## ABOUT RAYMOND LEAN MANAGEMENT

Raymond Lean Management (RLM) techniques focus on waste reduction through visualization, standardized work, target-based key performance indicators (KPIs) and continuous improvement activities to produce optimized processes for all aspects of a company's core business functions.