

SCALING STABILITY CASE STUDY

How a 3PL Provider Cut Turnover in Half



Turnover Improved 50%



Growing/Thriving ↑ 23 points



90%+ participation

Key wins: compensation clarity, internal mobility, faster response to feedback

CUSTOMER OVERVIEW

Employee-owned 3PL provider offering warehousing, transportation, and packaging solutions with a strong focus on people, performance, and regional expertise.

STARTING POINT

In 2023, the 3PL provider partnered with TrailPath to strengthen its workplace culture and reduce turnover, starting with a 90% participation rate in the MEE™ Assessment—a 55-question survey and data analysis that established a reliable baseline of team sentiment and organizational health. This starting point revealed where team members were thriving—and where key improvements in trust, communication, and stability were needed.



LAUNCHING NXTPATH

NxtPath was launched with weekly leadership coaching, a full platform rollout, transparent communication of assessment results, and the formation of an “influencers” team to act on feedback. As NxtPath rolled out, leaders gained new visibility into their teams. Team members felt safe sharing goals, raising concerns, and offering ideas—creating stronger engagement and building trust across the site.

ACTIONS TAKEN

- + **Participation:** Boosted engagement through personalized interactions and team member My Path
- + **Leader Behaviors:** Improved coaching and follow-through, enabling better conversations and support for team growth using the Leader Path
- + **Decision-Making:** Used real-time feedback to clarify compensation, improve visibility to job opportunities, and remove workplace obstacles

RESULTS

- +23 pts: Growing & Thriving scores rose from 60% to 83%
- +22% above company average (61%) in Thriving status
- 25 of 36 MEE categories scored higher than peers
- +16% gain in perceived Financial Security (no pay change)
- 50% turnover improvement: Dropped from 24% to 12%

