

# HESELBEIN TIRE CO., INC., INCREASES EFFICIENCY WITH RAYMOND LEAN MANAGEMENT



## CHALLENGE:

Hesselbein Tire Co., Inc., a leading tire wholesaler in North America, needed to address challenges with employee retention at several of its facilities across the southern United States. Employee turnover led to inefficient operations, fulfillment errors and difficulty meeting increased demand.



## SOLUTION:

Working with Malin, a Raymond Solutions and Support Center, the Hesselbein team implemented Raymond Lean Management (RLM) to improve retention and optimize facility operations.

The joint team also addressed equipment inefficiencies to further optimize operations.



## RESULT: DRAMATIC TURNOVER RATE REDUCTION FROM 60% TO 25%

Through standardized processes, Hesselbein was able to increase employee retention, identify root causes of defects and build in quality throughout its processes. This opportunity to impact organizational change helped create a more engaged employee culture, resulting in higher morale, workforce retention and, ultimately, better service for customers.

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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.

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