



Freightliner Group

MGI Case Study



MGI and Freightliner Group



Better Together - building a thriving environment for excellent customer service

“The Better Together programme using MGI’s Toolkit has become part of our DNA and has helped us to put the customer at the heart of everything we do. In meetings we always talk about our people, and the customer. You can see the guys enjoying being part of a great team, working towards doing things in an even more positive way – and that’s one of the key benefits of the MGI training for us.”

Nick Smith, General Manager, Freightliner Group

Business growth and investment have made Freightliner Group a leading UK container services provider for over 30 years. The team at the busy 30-acre Southampton Terminal offers road haulage, container storage, repairs, sales and conversions, and cargo handling.

After acquisition by US Railroad company Genesee & Wyoming in 2017 alongside UK sister company Freightliner, the company identified an opportunity to grow the company culture at the Southampton depot focusing on the values of openness, transparency and respect, where people are pleased to be proactive, empowered to make decisions, and always solution oriented. The company’s overall goal is to provide excellent customer service consistently in a competitive industry.

Having worked previously with the Felixstowe team, MGI was appointed by Freightliner Group, then G&W Pentaver, in early 2023 to collaborate on this change programme to help build the highest levels of customer focus and service. During our discovery phase in preparation for the programme, General Manager Nick Smith and his team explained that service delivery in the haulage business has traditionally been less customer focused than in other industries. They wanted to make a significant change and look at service differently, and this is where MGI and the Better Together programme came in.

Based on the Mindset, Language & Actions Toolkit, the programme was rolled out face-to-face to frontline colleagues and to managers who also trained in MGI's Managers' Embedding Workshop. The MGI Toolkit provides an overarching framework that is easily adaptable to the language of an organisation's particular environment. Teams are encouraged to use their own words and language within the context of this framework for a professional yet natural approach. Nick shared with MGI that everyone had really come on board and embraced the training using it to suit their own language and environment while working well together to ensure the tools become part of everyday life. The leadership team believes that the Better Together programme has made a significant difference to the overall culture at the Southampton depot.



When visiting the depot customers have been impressed with colleagues' responses to their questions, where positive, solution-focused language is very much in evidence, as Nick explains. "It's great to hear people consistently giving positive responses even when they don't know the answer straightaway, for example, 'I'll check about that for you, I'm sure we can do something, just leave it with us,' which shows great use of the MGI tools."

Another example Nick shared was when a visiting major shipping line and logistics client was watching liner bag operative, Michael, hard at work on his daily task putting essential liner bags into 50-60 big containers. The customer was impressed by Michael's obvious enthusiasm for his role. They talked and the client invited Michael to their Devon HQ to see the final part of the process where the lined containers are filled with clay. It's gratifying for everyone to see how engaged people are, enjoying their roles and appreciating the difference they can make when they have the right mindset and tools.

Customers have also acknowledged a positive change in the company's internal and external communications, with everyone working hard to ensure they are increasingly more efficient and professional.

Everyday use of the tools such as the Red / Black Continuum (an MGI tool which helps people emotionally manage anything that comes their way at work) is very much in evidence at the depot, with people often heard saying they are taking a pause because they're 'in the Red' with a certain situation and need to use the tools to rebalance and respond more appropriately, showing a clear understanding of the benefits of the Better Together programme. This tool has also helped the team to create some holding templates that have significantly improved their positive responses to everyone.

The leadership team recognises that people are more engaged as the MGI tools are increasingly absorbed into the everyday culture at the Southampton depot. A key example is the team's daily Short Interval Control (SIC) meeting being primarily driven by Supercharged Communication, MGI's suite of tools to help boost positive responses. Key managers attend alongside a special 'guest star' such as a driver, liner bag operative or engineer – and everyone identifies and discusses opportunities to boost productivity, showing a commitment to achieving better outcomes for all.

Freightliner Group has undergone a period of major change with new technology, staff reorganisation and new construction. A united team has achieved this quickly and with admirable engagement, while working hard to keep the customers as happy and well served as possible. With everyone working so well together in an increasingly positive culture, the team agrees that it's easier to work towards and reach their everyday goals.

The leadership team believes that the Better Together programme has contributed to a significant reduction in turnaround times, and to staff attrition reducing from 35% a year ago to zero over a nine-month period.

“We are all enjoying working in a positive, can-do environment where people have really come on board with the Better Together training”, says Nick. “It’s a pleasure to come to work and be part of this great team.”



To find out more about how our training can help you to achieve customer service aspirations through our Mindset, Language & Actions Toolkit, or to book a chat with us, you can:

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