



Ryder Systems, Inc. specializes in customized supply chain management. Their unique portfolio of solutions includes warehousing, transportation logistics, e-commerce fulfillment, and last-mile delivery.

With Ambition, reps at Ryder can take ownership of their success and are no longer defined by comp.

CHALLENGES

Activity data was impossible to visualize for reps and managers

Gamification efforts required time-intensive manual building and tracking

Company culture felt ho-hum with no way to recognize reps in real-time



SOLUTION

Dynamic snapshots of rep progress all day / week via TVs with live data

Rep expectations clearly laid out and measured

Company culture that celebrates and recognizes both qualitative and quantitative wins weekly with accolades and bobbleheads



RESULTS

More frequently promotes from within:

Top performance is easy to spot with Ambition, so Ryder strives to promote from within.

A strategic focus on data integrity:

Ambition encourages reps and managers at Ryder to ensure that all the data flowing into the platform is clean.

Quicker new employee ramp:

With Ambition, Ryder reduced new rep ramp time from 6 to 4 months (33% faster).



“Partnerships like **Ambition** allow us to grow at the level we want to.”

David Stone, Senior Director, Transportation Management

