

# Old Dominion Freight Line

## Introduction

This case study of Old Dominion Freight Line is based on a September 2019 survey of O.C. Tanner customers by TechValidate, a 3rd-party research service.



“Employees appreciate the new presentation gifts we send with service awards. They are always asking how they can get one for themselves.”

“I have had numerous occasions when I learned of retirements with very little lead time and have been able to expedite memory boxes. Damaged products (very few and far between) are replaced immediately and efficiently.”

## Challenges

Business challenges that led the profiled company to evaluate and ultimately select O.C. Tanner:

- Challenges faced that led them to purchase O.C. Tanner solutions:
  - Needed to update and freshen our recognition program

## Use Case

Key features and functionalities of O.C. Tanner that the surveyed company uses:

- O.C. Tanner products/services they use:
  - Service Awards (Yearbook™)
  - Memory Boxes for Retirements

## Results

The surveyed company achieved the following results with O.C. Tanner:

- Outcomes realized as a result of using O.C. Tanner solutions:
  - Employees feeling that their work is meaningful and having a stronger connection to their company’s mission or purpose
  - Employees’ contributions and successes being celebrated
- O.C. Tanner capabilities compared to competitors:
  - Transparent pricing: better
  - Total cost of ownership: better
  - Ease-of-use: better
  - Customer service: best in class
  - Technology: better
  - Award selection: better
  - Custom awards: better
  - Flexible program design: better
- They have not yet measured ROI so they are unsure of their return with O.C. Tanner.
- They strongly agree that O.C. Tanner helps their organization accomplish and appreciate great work.

### Company Profile

Company:  
**Old Dominion Freight Line**

Company Size:  
**Medium Enterprise**

Industry:  
**Transportation Services**

### About O.C. Tanner

O.C. Tanner helps organizations inspire and appreciate great work. Thousands of clients globally use our cloud-based technology, tools, and awards to provide meaningful recognition for their employees. Learn more at [www.octanner.com](http://www.octanner.com).

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[O.C. Tanner](#)