

Omnitracs ELD Driver Retention Model

Reduce Voluntary Terminations with Predictive Modeling

The Omnitracs ELD Driver Retention Model provides fleets with a proactive and targeted means to retain top talent and reduce turnover among the drivers most at-risk for voluntary termination by 50-70%.

Driver shortage and turnover are very real problems facing the transportation industry, resulting in capacity, safety, and productivity headaches for both for-hire and private fleets. What can be done to mitigate the costly and time-consuming process of onboarding new drivers? Prevent top talent from leaving in the first place.

The ELD Driver Retention Model is the first predictive model of its kind, created to reduce voluntary terminations (turnover) in the driver population by pinpointing the drivers most at risk through predictive modeling, and by providing proven remediation strategies for uncovering and resolving issues before they lead to driver resignation.

The ELD Driver Retention Model was designed for any fleet using ELD-driven Hours of Service management applications, so that fleets of all sizes and all ELD solutions could leverage the benefits of predictive modeling — in this case to prevent driver turnover. And with driver turnover creeping to 100% in 2016, it is clear that the transportation industry is in dire need for innovative driver retention strategies, especially when we consider the cost involved with onboarding a new driver, estimated at an average \$8234 per driver.¹

The ELD Driver Retention Model Enables Fleets to:

- **Reduce** direct and secondary costs associated with voluntary turnover
- **Increase** driver safety and satisfaction
- **Improve** driver/manager and company relationships
- **Identify** the root cause of why drivers are at risk of voluntary termination
- **Improve** fleet efficiency and productivity thanks to a more tenured workforce

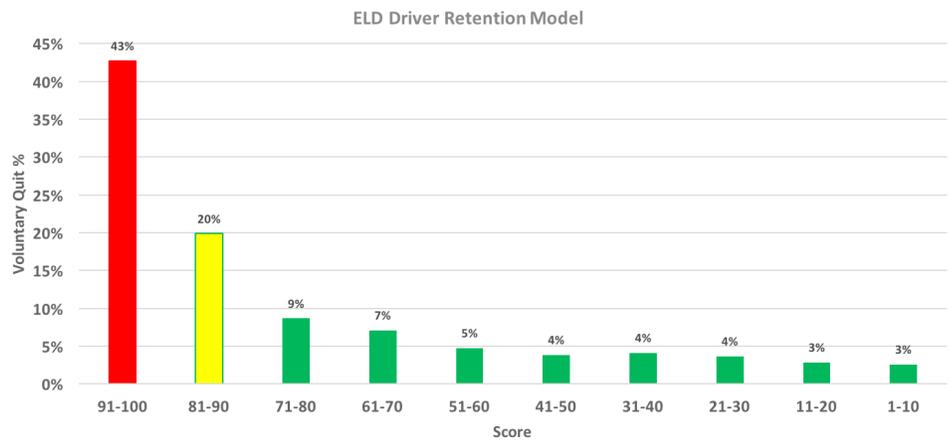
Driver turnover has been an issue in the industry for a number of years, but with shrinking margins also on the rise, fleets of all sizes need a reliable, cost-effective solution to combat driver turnover now more than ever. Omnitracs ELD Driver Retention Model tackles driver turnover by leveraging 1147 distinct data points from within Hours of Service data to identify those drivers that are at greatest risk for terminating employment.

Source:

1. <http://www.ugpti.org/pubs/pdf/SP146.pdf>

The ELD Driver Retention Model identifies two distinct driver populations:

- Predicted 43% of the quits in the highest risk 10% of drivers
- Predicted 63% of the quits in the top 20% of drivers



The graph above shows the efficacy of the ELD Driver Retention Model when run across live data points from over 458,199 driver's hours of service data logs to determine which drivers are at risk of early termination. The ELD Driver Retention Model identifies similar outliers in a driver's Hours of Service data that correlate with the data points of drivers who prematurely terminate employment. This allows Omnitracs to predict 63% of the quits within the top 20% of fleet drivers.

With over a decade of experience analyzing Hours of Service data, the Omnitracs team is adept at identifying patterns and subtle changes in driver habits and work activities that serve as indicators of voluntary terminations, such as the number hours working, delays at customer sites, lack of hours, and amount of activity on the clock.

Once the drivers suspected of flight risk have been identified, Omnitracs provides documented step-by-step strategies that will help driver managers to initiate conversations tailored to those drivers. These step-by-step strategies provide guidance regarding the most effective questions fleet managers can use to approach their drivers based on the issues identified in the data. These personal, non-transactional conversations enable fleet managers to uncover underlying issues drivers may be having. From opportunities for continuous improvement and trend analysis, to the ability to measure individual performance, by addressing the individual needs of drivers, fleets can uncover issues that otherwise may have gone unnoticed, and use them to tailor policies and practices toward a culture that rewards and retains top talent.

The ELD Driver Retention Model not only impacts driver retention, but provides fleets with the information they need to build better driver and manager relationships and create a workplace environment that keeps tenured, reliable, and safe drivers moving your fleet forward.

About Omnitracs, LLC

Omnitracs, LLC is a global pioneer of fleet management, routing and predictive analytics solutions for private and for-hire fleets. Omnitracs' nearly 1,000 employees deliver software-as-a-service-based solutions to help more than 50,000 private and for-hire fleet customers manage nearly 1,500,000 mobile assets in more than 70 countries. The company pioneered the use of commercial vehicle telematics over 25 years ago and serves today as a powerhouse of innovative, intuitive technologies. Omnitracs transforms the transportation industry through technology and insight, featuring best-in-class solutions for compliance, safety and security, productivity, telematics and tracking, transportation management (TMS), planning and delivery, data and analytics, and professional services.

Learn how you can use our applications, platforms, and services to reduce costs, increase profitability, and stay competitive. Visit www.omnitracs.com and let us show you how you can save time and money.



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