

# Using Technology to Recruit and Retain Drivers

## HERE'S THE SITUATION

Finding and keeping qualified, safe drivers is one of the greatest challenges facing fleets today. All fleets, especially large over-the-road fleets, face significant driver turnover and a looming driver shortage, estimated at **48,000 drivers today**<sup>1</sup>.

Drivers are the key component to trucking capacity, the face of the fleet to customers, and the most valuable resource a fleet has. Learn savvy ways technology can help with recruiting and retaining the best drivers.

Based on studies from the Upper Great Plains Transportation Institute, driver turnover costs fleets anywhere from \$8,234 to \$20,729 per driver.

Aging demographics, increased regulations, and a desire to be home more often will contribute to a driver shortage that could be as large as 250,000+ drivers by 2023.

Based on ATRI data, 55% of truck drivers are over 45 years old. 26% are over 55 years old. Less than 5% of drivers are less than 24 years old.

In Q4 2014, the ATA published driver turnover at large truckload fleets had hit an all-time high of 96% annualized. That number has since fluctuated, most recently reported as 87%<sup>2</sup>.

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**250,000+**  
by the year 2023

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**\$8,234 to \$20,729**<sup>3</sup>  
per driver

**87%**<sup>2</sup>  
driver turnover, annually

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## HERE'S THE IMPACT

Even if the cost of hiring a driver averages only the low estimate of \$8234, a company with 200 drivers at the all-time high 96% turnover rate would spend **\$1.5 million a year in turnover costs alone!**

Turnover costs come in the form of advertising, staff labor, testing fees, recruitment costs, orientation, training, and referral/sign-on bonuses.

## NOW, HERE ARE THE SOLUTIONS



**Catch Talent Before Other Industries Do:** Recruit under 21 drivers for short haul/smaller trucks, then provide a career path by sponsoring their CDL program when they turn 21.



**Enriching Driver Experience:** Driver feedback about road closures, new roads, etc. within Omnitracs Navigation empowers the driver to directly contribute to the system they use every day. A "Trip Advisor" style interface also creates a rich community where drivers can rate truck stops, rest areas, etc. An engaged driver is a satisfied driver, and satisfied drivers stay.



**Money Talks:** Using Omnitracs Sylectus helps fleets keep drivers at full capacity by finding more loads, providing more opportunities to make extra money. Fleets can use productivity data within Omnitracs' solutions to change compensation models. Instead of using a pay structure of miles only, fleets can pay drivers on miles, stops, activity, detention, or compliance adherence. Bonus programs for MPG are a great way to keep a driver happy, and retained, with extra money in everyone's pocket.



**Reduce Driver Downtime:** Workflow tools in the Omnitracs MCP platform (Workflow 2.0), Omnitracs XRS Flexforms, and Omnitracs Roadnet Mobilecast can all help keep a driver focused on the road and driving instead of filing tedious paperwork. Add 15 minutes of drive time per day per driver and make HOS, IFTA, and DVIR log books disappear.



**Stand Behind Safety:** Using Omnitracs MCP, Omnitracs XRS, and Omnitracs Roadnet Telematics solutions, drivers can build "Roadside Resumes" proving they are safe, compliant, and perform work reliably and on-time. Performance data from these solutions provide accident reconstruction data that can help defend a driver.



**Reduce Stress:** Using a smartphone or tablet with Omnitracs XRS, Omnitracs Roadnet Mobilecast, or Omnitracs Sylectus enables a driver to find entertainment options while away.



**Flag Flight Risks:** Omnitracs Analytics detects subtle changes in driver behavior which are reflected in fleet data and uses this to provide key insight into which drivers are likely to leave a company soon. Coaching plans give fleet managers the tools they need to turn drivers around and keep them on the road.

1 - <http://www.truckinginfo.com/channel/fleet-management/news/story/2015/10/driver-turnover-hits-87-at-large-truckload-carriers.aspx>  
2 - <http://www.truckinginfo.com/channel/fleet-management/news/story/2015/10/driver-turnover-hits-87-at-large-truckload-carriers.aspx>  
3 - <http://www.ugpti.org/pubs/pdf/SP146.pdf>