WHERE ARE ALL THE DRIVERS?

Improving Retention to Keep Your Best Drivers for the Long Haul
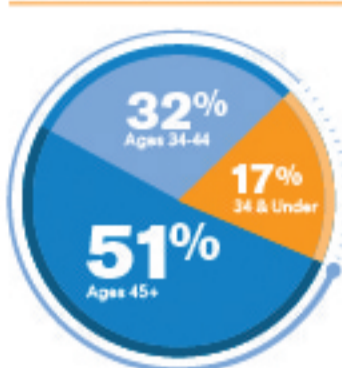
TURNOVER IN THE TRUCKING INDUSTRY

Truck Driver Turnover Rates[1,2]

104%

110%
105%
100%
95%
90%
85%
80%
75%
70%

Q1 Q2 Q3 Q4 — 2012
Q1 Q2 Q3 — 2013

Truck Driver Population[2]

32% Ages 34-44
17% 34 & Under
51% Ages 45+

The trucking industry as a whole will need to recruit an average of 100,000 drivers each year to keep up with demand!

The truck driver population is aging: 17% of current drivers are under the age of 34, and 51% are over the age of 45.[2]

Driver Shortage[3]

2014 — 30,000
2022 — 239,000

The American Trucking Associations estimates a shortage of up to 30,000 truck drivers, compared to the current demand.

Shortage is projected to increase to 239,000 drivers by 2022.

WHY ARE DRIVERS LEAVING?

WAGES: Compared to spending power, driver pay is down 10% since 1990. This is largely due to reduced mileage, with the average monthly miles at 8,100 today, compared to 10,000 miles/month before the recession.[4]

NEW REGULATIONS: Some drivers aren't able to meet the requirements, others are leaving in protest.[4]

SIMILAR JOBS: Jobs like construction with better pay, more benefits and higher quality of life lure drivers away from trucking.

Top Reasons Drivers Give for Leaving the Trucking Industry[5]

- Insufficient Pay/Benefits
- Difficult Lifestyle
- Time Away from Home/Family
- Unpleasant Physical Condition
- Difficult to Stay Healthy
- Restrictive/Invasive Regulations
- Poor Training Programs
- Problems with Equipment and Maintenance

COST OF LOSING A DRIVER

Fleets Pay for Losing Drivers
It can cost a fleet up to $8,000 to recruit and train a new driver.[6]

$8,000

Drivers are leaving fleets in search of:[3]

PAY | Wages in the for-hire trucking industry have risen 32% since 2003, compared to 34% for the entire private sector. Demand is rising, but pay isn't rising with it. Private fleets typically pay 25% more than for-hire fleets.

RELIABILITY | Private fleets have a turnover rate of only about 10%, due in part to higher pay, regular routes and schedules that get them home every night or keep them away for just one night.

CONNECTIVITY | Better communication with fleet managers – drivers want a greater connection with their company and a more prominent role in it.

HOW TO KEEP YOUR BEST DRIVERS

Consider some of the following technologies to help alleviate the pain points that drivers face and encourage them to remain with your fleet.

IN-CAB TRAINING
In-cab training applications allow drivers to complete training during rest periods on the road, rather than during their valuable time at home.

MEDIA MANAGER
Web Browsing and Media Manager applications help you maintain relationships with your drivers and stay connected while they're on the road. You can send critical information such as safety updates, special instructions, and timely company information to one or more of your drivers at all times. Web browsing also allows drivers to stay connected with friends and family while on the road.

WORKFLOW
ONE WAY

Hours of service and workflow applications provide efficient trip planning and record keeping, which takes some pressure off of your drivers to be responsible for manual record keeping.

SAFETY
Critical event reporting, vehicle inspection reports, and in-cab navigation help prevent accidents, keeping drivers safer and reducing the burden of non-driving activities.

IN-CAB SCANNING
In-cab scanning and printing give your drivers an office on the road, so they don't have to waste time searching for printing and scanning facilities.

HEALTH EDUCATION
WEIGHT LOSS

Offer health education and incentives, like healthy eating programs and information, and enrollment in programs like TCA's Weight Loss Showdown.

Sources

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2. http://www.ccjdigital.com/turnover-at-large-truckload-fleets-rises-hits-99/
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5. http://www.truckinginfo.com/channel/fleet-management/article/story/2008/01/top-10-reasons-drivers-leave.aspx
6. http://www.omnitracs.com/fleet-management/driver-retention-recruitment-and-relationships

To learn more about how mobile fleet management can help improve driver retention, visit www.omnitracs.com.

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