



eBook

Create an Exceptional Experience for Drivers and Customers

Solera |  Omnicracs

Introduction

Opportunities are rampant in today's supply chain landscape — both for customers and professional drivers.

At first glance, these two groups hold entirely different positions in your operation, yet their roles are both critical to the overall success of your business. Dissatisfied drivers and customers can spell disaster for your business objectives and goals.

On the flip side, customers and drivers who are loyal to your business present exponential opportunities and ensured ROI.

Driver retention and customer satisfaction are two leading qualifiers for business success.

In this eBook, you'll discover:



Some key reasons drivers are dissatisfied in the first place — and how to address these issues



The exceptional service experience today's customers are looking for



The role intelligent platform-centric and AI solutions play in optimizing your goals



Understand and Address Top Driver Frustrations for Increased Retention

The [driver shortage](#) topic is a divisive one. Leaders in the industry are split on whether or not there is a truck driver shortage or if these headline-grabbing statistics perpetuate myth instead of fact. On the one hand, the trucking industry is [having difficulty](#) attracting younger drivers, which will only heighten as truck drivers retire. Plus, the industry is [struggling](#) with diversity and female inclusiveness, although statistics are slowly improving. Some data reports aim to point to a shortage, including a report by the American Trucking Associations (ATA) emphasizing the industry was short [over 60,000](#) drivers in 2018. Other industry leaders insist the issue doesn't revolve around driver shortage but around [driver retention](#). The two terms are often incorrectly used interchangeably.

Retaining drivers is a significant challenge in the trucking and transportation industry. Over-the-road drivers must transform their lives and take on many responsibilities, including extensive travel and a plethora of physical and administrative duties. Last-mile drivers must manage ample stops, tasks, bottlenecks, and traffic congestion. Both over-the-road and last-mile drivers are susceptible to the unpredictable antics of other drivers on the road, [limited parking](#), and a multitude of in-cab applications to manage, all with their own interfaces and siloed data-points.

Professional drivers in the last-mile and over-the-road sectors must balance many responsibilities under immense pressure. The reality is that many often find the give far outweighs the take.

Your Operation Can Stand Out to Drivers with:

- Competitive pay and growth opportunities
- A workplace culture that promotes safety and work-life balance
- Solutions that prioritize the driver experience

Quality solutions and a better driver experience enable you to reduce driver turnover, so you're not spending excessive amounts in training a revolving door of new drivers. Plus, you'll be more equipped to retain your most experienced drivers who are measuring you against a competitive employment market.

Professional drivers are often the sole face of your company. Satisfied drivers are a must for the customer experience as they can build relationships, strengthen loyalty, and are more apt to take care of issues on the spot. Mistakes can easily happen when drivers are disgruntled, overworked, overburdened, or are simply new to the fleet and aren't familiar with the special requirements for each customer. A customer may also associate a dissatisfied driver with a subpar company operation.

Cater to Substantially Heightened Customer Expectations

In addition to prioritizing the driver experience for improved retention, you can also prioritize a customer experience mindset to retain loyal customers, attract new customers through word of mouth and credibility, and optimize ROI.

Our research highlights that a customer experience mindset spells big wins for your business. In late spring 2021, we surveyed 1,000 people to gain consumer insights around the customer experience and delivery expectations. Our research found that **65% of customers** are willing to pay more for faster and more reliable deliveries. Forbes also underscores that **84% of companies** that improve their customer experience also see revenue increases.

Even without these statistics, *the customer is always right* mantra that has been long entrenched in the mindset of almost any industry leader points to satisfied customers leading the reigns in better business. We can relate to customers because we all know what it's like to be on the receiving end of a positive or negative experience.

An exceptional experience — one that prioritizes customer needs and costs and goes above and beyond what's expected — can help you stand out from the competition and take your business to new heights.

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This proves to our customers that we are aware of the latest technology, and we invest in it to provide better customer service.”

– Mark Booth, Southern Glazers

Experienced a 7% growth spike after implementing Omnitracs.

Every business has a unique customer base and a distinctive business model. So, while there is no one-step process for creating an outstanding customer experience, choosing a tech stack that integrates applications over a flexible, future-proof platform so they work together can enable you to orchestrate a robust, well-structured operation around customers with multiple moving parts.

When Southern Glazer's began utilizing Omnitracs solutions in 2019, the company found the tech stack they were searching for. Southern Glazer's successfully connected its customers, drivers, and back-office teams, which resulted in a 7% annual growth spike.

Apply Platform Technology and AI to Your Operation to Accelerate Ahead

A successful [driver workflow](#) application prioritizes the user experience. It can help drivers manage their trips better by electronically breaking down their tasks on a stop-by-stop and task-by-task basis. A comprehensive experience shouldn't only break down tasks but make them easy to accomplish in the timeliest manner with electronic functionalities and seamless back-office communication so that drivers can complete their duties with just a few clicks at every stop.

Like any of us, customers and drivers are searching for positive experiences. They'll continue their business with you if it makes their lives easier — not more difficult. Utilize enhanced [dispatch and routing software solutions](#) to ensure your drivers are not overwhelmed and remain as congruent with their route as possible, delivering to customers with ease and efficiency. You can also take unnecessary burdens and lags in communication away from drivers and ensure customers receive their orders in the timeliest and most pleasant way. It's a win for everyone.

A great experience for customers translates into comprehensive order and load visibility, coupled with an excellent delivery and distribution experience once the load arrives. Prevent customers from waiting on the phone to check on their order status with [enhanced delivery tracking](#), which empowers them to view consistent status updates across their order lifecycle.

You can substantially improve the driver and customer experience with these solutions by your side — and all in one place. For years, industry pioneers engineered different solutions and applications on separate devices to cater to customers and drivers. When utilizing AI and machine learning, these separate technologies can provide many benefits, but they can often lead you to disparate data and high bottom-line and maintenance costs.

When Rinchem Company, Inc., was shopping around for a solution to enable their teams to transport hazardous materials safely, they came to Omnitrac. They [selected](#) Omnitrac One to unify their compliance, driver workflow, routing, dispatch, and asset tracking needs on one platform through a single source of truth.

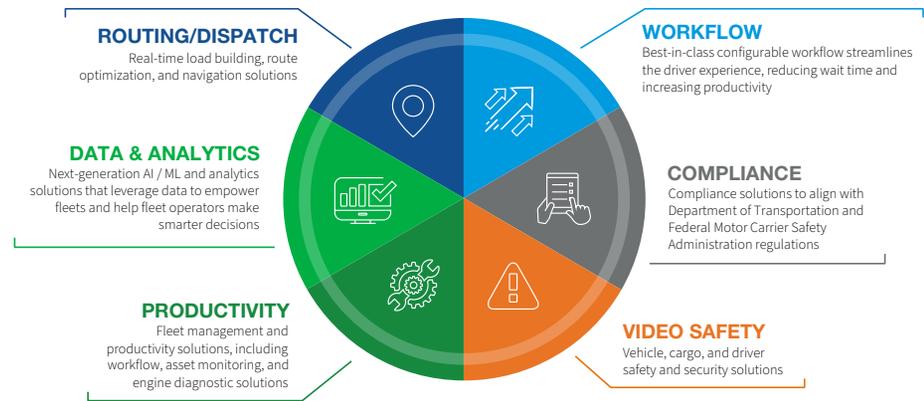
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As soon as we met with Omnitrac and learned about Omnitrac One, we knew it would be the right solution for us. As we began working with the company, our decision was reinforced with the service, support, and technology we received from the Omnitrac team. It's amazing how everything we need is in one solution, and it integrates into our McLeod TMS – providing better accuracy and information so we can make better business decisions.”

– Chris Wright, Senior VP of Operations at Rinchem

Omnitracs One

Unite your solutions on a platform that represents the culmination of 35 years of industry expertise and innovation in transportation data science, AI, and machine learning technology. [Learn more](#) about Omnitracs One today, and [connect with us](#) to discuss how we can help you meet your unique business objectives.



Omnitracs, a Solera Company, offers the only complete fleet intelligence software platform. Serving the largest for-hire and private fleets in the transportation and distribution industries, Omnitracs' best-in-class solutions accelerate business success, improve efficiency, and enhance the driver experience for nearly 15,000 customers who collectively travel 700 million miles per week. Omnitracs pioneered digital transformation in trucking more than 30 years ago, and today offers a one-stop shop for enterprise-grade, data-driven solutions across compliance, telematics, workflow, routing, and video safety. Headquartered in Dallas, Omnitracs serves customers in over 50 countries and employs more than 2,000 people worldwide.



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