

Driver Retention Strategies

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PRESENTER



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Effective On-boarding and Pro-active Retention Strategies

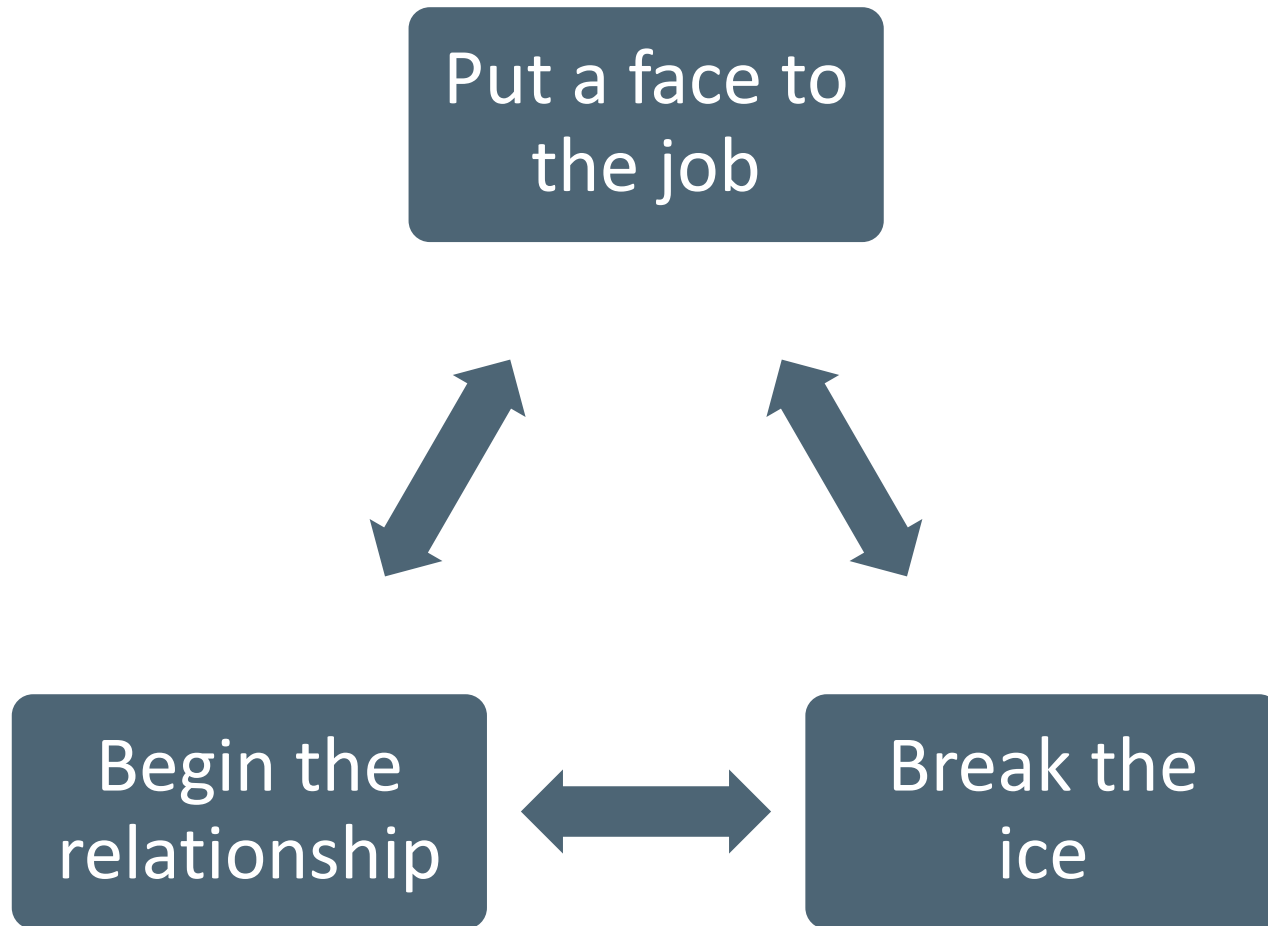
THE PERSONAL TOUCH



FOLLOW-THROUGH

Not as important if you've already dropped the ball.

INTRODUCE THE FLEET MANAGER



EFFECTIVE ON-BOARDING

Develop Orientation Schedule

- Safety
- Operations
- Payroll
- Maintenance
- Upper Management

EFFECTIVE ON-BOARDING

Orientation

- Be Organized – Don't leave drivers sitting around
- Give tour first day
- Assign truck first day
- Present materials in positive light
- Quickly address non-desirable drivers

EFFECTIVE ON-BOARDING

Fleet Managers/Dispatchers

- Meet drivers in orientation
 - Obtain “Driver Personal Information”
 - Go over “Mutual Expectations”
- Contact new drivers – 1 week, 30, 60, and 90 days
- Show specific and genuine appreciation to one driver per day
- Take ownership, responsibility, and accountability for turnover and other work product areas of their fleet

SO HOW ARE WE DOING SO FAR?

New Driver Employee Survey

- Introduction to company
- Areas that may be creating turnover
- How are recruiters doing
- Identify and address driver issues

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EFFECTIVE ON-BOARDING

Recruiting

- Change recruiter bonus programs
- Meet drivers in orientation
- Contact new driver – 1 week, 30, 60, 90 days from hire
- Monitor new-hires closely

RETAINING GOOD TALENT

What is your **recruiting** budget?

What is your **retention** budget?

RETAINING GOOD TALENT

Executive decision making

- Driver Pay
- Home time policies
- Benefits
- Advancement opportunities
- Equipment purchases
- Communication

RETAINING GOOD TALENT

Company Communications

- Drivers want communication
- How are we as communicators?
- Drivers want to be recognized
- Drivers want to be part of a “team”
- Drivers can feel “isolated”

DRIVER MANAGERS

Most Significant Variables – Driver Input

- Competent and well trained
- Expectations are clear
- Good to work with
- Familiar with driving
- Respect and dignity
- Supportive
- Time to listen
- Trustworthy

RETAINING GOOD TALENT

Career advancement

- More money
- Regular driving schedules
- More home time
- Training



RETAINING GOOD TALENT

- Respect and appreciation
- Recognition and rewards programs



ADDITIONAL RETENTION IDEAS

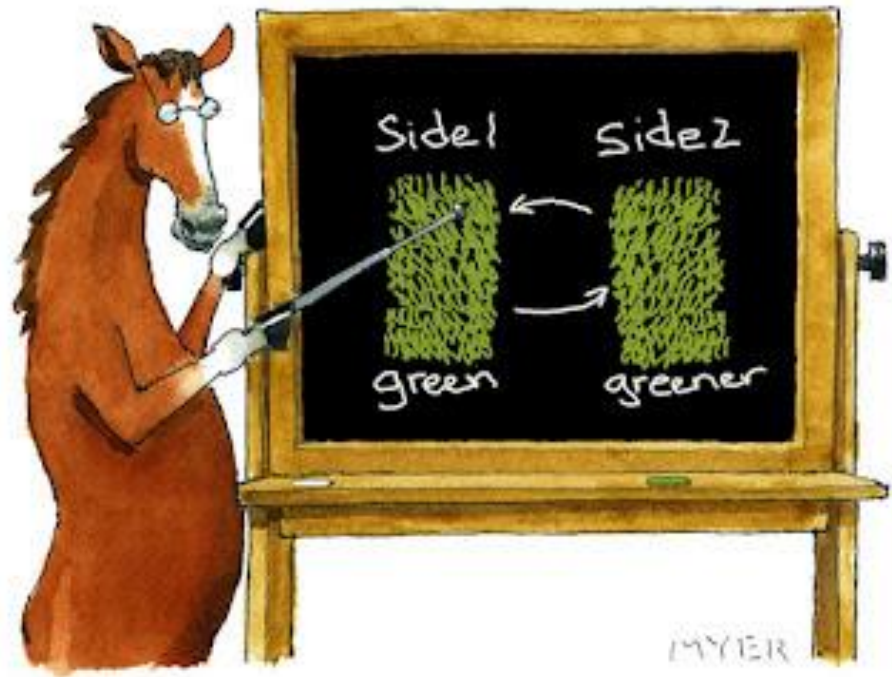
1. Incentive programs
2. Minimum weekly pay guarantee
3. Elevate employee satisfaction
4. Customers driver treatment
5. Communicate trip expectations
6. Owner-operators



WHEN DRIVERS LEAVE

Conduct an exit analysis program

- Why drivers are leaving?
- What when wrong?
- Can it be corrected?
- Survey



Rehires

Offer the best drivers a “Return Ticket”

- Send rehire letter at 45 days out
- Send rehire letter at six months
- Send rehire letter on December 1 each year

Good news - bad news

QUESTIONS?



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