



RETENTION PROGRAM

RETAIN. DON'T RETRAIN.

WHY RETENTION MATTERS

Most companies can tell you exactly how they acquired every driver, but they struggle to explain why those same drivers leave. According to the Truckload Carriers Association, 85% of all turnover happens within the first 180 days of employment.

But what if we had a way to flip the grid? What if your company switched its focus from spending all its resources on constant hiring to retaining the drivers it already has? The results could change the way you approach business and the hiring process for good, and it could save you thousands.

YOU'RE PROBABLY LOSING 20-70% OF YOUR NEW DRIVERS

After making huge investments in time, money, and energy to acquire new drivers, most companies see between 20 percent and 70 percent of those drivers disappear in less than 100 days. Drivers break contracts, abandon trucks, or simply never come back.

Why?

BECAUSE MOST ORGANIZATIONS LACK A COMPREHENSIVE EMPLOYEE EXPERIENCE STRATEGY

By creating remarkable driver experiences, you can stop your drivers from leaving and even turn them into your company's biggest advocates. While most carriers think they provide a great driver experience – some studies show that as many as 80% believe it – if you ask their drivers, they don't feel the same way. In fact, the same study showed that only 8% of drivers thought their company provided a great driver experience. A failure to commit to remarkable experiences across the organization results in a lack of positive driver experience at almost every touchpoint.

RETENTION PROCESS

1

COMMUNICATION PLAN

Our process starts with development of a communication plan that involves leadership, HR, and your recruitment team. Surveys indicate that communication and respect are the top complaints of drivers, and this plan addresses both. The content gathered during this step will support future steps and recruitment efforts.

2

START WITH WHY

This process aligns leadership and the company with true values that will be used in the next step. This step is meant to be very personal and will uncover the true decision-making values of the leader and/or leadership team. This ensures that your beliefs are backed up by your actions, which ultimately creates trust within your company.

3

OPERATIONALIZE VALUES

All employees are presented the company values and asked to identify where the values are true, false, or could be enhanced. This creates a list of concerns and frustrations that need to be addressed and changed. This becomes a yearly tool for employee feedback and continuous improvement.

4

FOUR DISCIPLINES OF EXECUTION

At this stage the focus changes to the strategic objective of retention for the entire company. This process creates the system for aligning the objective with execution. Each department will have influence over their key performance indicators, communication, and accountability.

5

VOICE OF DRIVER

This program focuses on the most vulnerable drivers in their first 90 days of employment. Each driver receives weekly phone calls for the first 6 weeks and bi-weekly calls through 90 days. The goal is to receive feedback and address any urgent concerns immediately.

6

TRAINING

In order to create an ongoing system that supports the workplace culture and retention, the insights from these programs must be incorporated into new employee orientation and training.

POSITIVE OUTCOMES

OPERATIONALIZE VALUES RESULTS

62%

**TURNOVER
REDUCTION**

After going through our values discovery and operationalize values processes, a 150-truck company reduced its driver turnover from 108% to 46% in just 7 months. This 62% drop was the result of the company taking actionable steps to improve its workplace culture and truly show employees how valued they were. It created trust by displaying to employees that leadership was committed to actions that matched their company's stated beliefs and values. In short, the carrier practiced what it preached.

After the initial reduction in driver turnover, the company president felt that the operations teams was not performing well and replaced over 90% of that department. Unfortunately, at the same time, leadership did not continue the operationalize values process, which would have ensured that the company's new employees had the same lessons and training the company had been using to increase driver retention. Over time, the turnover rate of this company has returned to more than 100%.

EVERY EMPLOYEE CONTRIBUTES TO THE CUSTOMER EXPERIENCE

Ownership of the driver experience isn't limited to the individuals and departments that most frequently interact with customers. A true commitment to remarkable experiences is deeply embedded in every employee and cuts across the entire organization. However, most organizations don't engage their operations department on driver retention because of the interruption that causes to operations. But the key to success is understanding there is no greater interruption to company growth and customer fulfillment than driver turnover.

RETENTION TRIAL PROGRAM

This proposal is for a 90-day trial program in order for your company to experience what it is like working with Driver Outcomes. Our first recommendation is to engage the entire company on the Retention Program, which focuses on creating a better driver experience through all departments with the ultimate goal of building the foundation for a best-in-class retention rate.

After the 90-day trial program, the carrier will have the option to continue engaging with Driver Outcomes on retention consulting. This would include continuing in the full retention program, which includes communication planning, Operationalizing Values, project management, Voice of Driver, new employee training, recruiter sales training, and more.

INVESTMENT

Recruitment and retention industry incentives are misaligned because fee structures are typically based on number of hires or a flat monthly fee. Our goal is to structure our fees based on the actual change in retention and be compensated accordingly.

Trial program fee: \$1,500 per month plus travel costs (90 days)

Long-term partnership agreement fee: Fee will be based on the percentage of company's current advertising cost per hire and the actual percentage change in turnover. (3-year agreement)

We know the importance of retention
because it is highly profitable.
With Driver Outcomes as your partner, it truly is.

**RETENTION IS THE
ULTIMATE GOAL, AND
A PARTNERSHIP WITH
DRIVER OUTCOMES
ENSURES IT.**

Contact us today to get started.

Chad Hendricks
920.371-2101
chendricks@brandoutcomes.com

Dave Lach
920.786.0397
dlach@brandoutcomes.com

Jack Middleton
812.360.2937
jmiddleton@brandoutcomes.com