

Recruit and Retain Great Drivers

DRIVER SHORTAGES ARE PLAGUING THE TRANSPORTATION INDUSTRY. HERE'S HOW YOU CAN GIVE YOUR TRUCKING COMPANY THE EDGE ON FINDING AND RETAINING GOOD, QUALIFIED DRIVERS



KEYS TO SUCCESS

- **Have a live person respond to recruiting phone calls.** As simple as this sounds, it may really make a difference. When driver candidates' calls are answered by voicemails or automated systems, they are much more likely to hang up, move on, and reach out to the next trucking company on the list. Put your company in the best position to decide whether a driver candidate is a good fit for your company instead of losing an opportunity by not even picking up the phone.
- **Ask potential driver candidates where they heard of your company.** How will you know if your advertising dollars are going to work for you unless you ask? Whether it's word-of-mouth, Craigslist, newspaper or other, how they heard of you will be how others will too.
- **Learn why a driver left their prior company.** Play to your company's strengths relative to this reason – are you able to offer quarterly 'guaranteed home' time if drivers are concerned about missing critical events by being on the road? Can drivers expect consistent mileage and pay? If issues repeat, why they left their last company might be why they'll leave your company.
- **Be prepared to respond promptly when in receipt of a qualified application.** Good, qualified drivers know they don't need to wait around for a job offer. After appropriate background, pre-employment, driving history and drug screen checks are completed, be prepared to have a driver start as soon as possible. A shorter hiring cycle can equal a better qualified pool of drivers. The good ones go quick!
- **Have the fleet manager reach out to the new hire a few days prior to orientation.** Begin to establish the relationship prior to orientation to improve the likelihood drivers will show up for orientation.
- **Follow up with new drivers after their first settlement check.** The payroll department can ask them if they have any questions with how they are compensated and if the job is as advertised. Be prepared for feedback. Drivers who feel engaged and heard will be more likely to stay with a company.
- **Thank drivers for going above and beyond.** Thank them in the heat of the moment, but also after the dust settles. Every driver likes to hear when they've done a good job. Figure out what types of rewards are meaningful for drivers. (It's not always monetary!)
- **Continue to follow up with drivers throughout the first 90 days.** Successful fleet companies know that approximately 75% of their turnover occurs in the first 90 days. Continue to check in with drivers during this critical time period to ensure drivers feel valued and understand the role they play in being a critical component of your company's success.
- **Conduct exit interviews after the exit interview.** A face-to-face exit interview may not reveal the true reason an employee left your company. Consider sending them a post card 30 days after to find out the true cause of why they left.
- **Keep the door open to good drivers.** Let good drivers know they have the option to return if the grass isn't greener at their new employer. Rehiring a known, reliable driver can be far easier in the long run than hiring an unknown driver.

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