

# Quick Hints for Driver Engagement/Retention Improvement Projects

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- 1. Recruiting Experience: Driver's Perspective:** What's the recruiting experience like for a driver? How easy is it for a driver to reach a human being in the process? Are your forms mobile-friendly? Are you calling drivers and leaving voicemails? Most people let calls ring through these days – do you have a text strategy? (Does your phone system allow you to track calls sent to company voicemail? Are you missing drivers who do call? What about “after hours”?)
- 2. Recruit with Retention in Mind:** Review how recruiters are compensated and incentivized (formally or informally) Do you create incentives for recruiters whose drivers have longer tenure? For example, if a driver stays 6 months, 12 months or more? Or, does your recruiter incentive possibly encourage churn by rewarding the recruiter only if a driver arrives at orientation.
- 3. Tenure at Exit Data Analysis:** Examine the last 6-12 months of driver turnover by examining the tenure (in weeks) of when each driver left. Look for patterns, particularly among those drivers that leave within the first year.
- 4. Expiring Driver Medical Cards:** If you are hiring drivers with temporary medical cards; keep a close eye on their expiration dates. Some carriers are finding an inability to get full medical cards is a reason that drivers leave. (Although it may not be the reason a driver states for leaving.)
- 5. Consistent, intentional, aligned & truthful communications:** The messages that drivers receive via word-of-mouth, advertising, during the recruiter process, in orientation, during their initial driving experiences – must meet these four standards. We continue to see that broken recruiting promises is one of the biggest causes of new hire turnover. Was the promise “broken” or was it miscommunication?
- 6. Orientation-zzzzzz.** What's it like to sit through your orientation? If you haven't done so lately, sit through your entire orientation and critically evaluate it from a driver's perspective. (Is it same old, same old? Worse, does a driver already start looking for a new carrier?) You have complete control over your orientation. Design it so well that drivers who go through it want to spend the rest of their career with you?
- 7. Call drivers.** Call your newest hires the day before they start. Tell them how happy you are they have joined your team. Call your most experienced drivers, just to say hi. Call them all. Engage them.
- 8. Appreciation, Recognition & Rewards:** Have an abundance mentality for recognition! No one ever reports feeling over-appreciated for everything they do at work. Drivers need regular, meaningful amounts of appreciation, recognition, and rewards.
- 9. Driver Feedback:** Getting driver feedback is critical – but it isn't enough. Use the data to inform improvements and make changes. Then tell the drivers how you used their input to improve. Thank them for their feedback. Ask them to give you more. Asking people for their opinions and using those opinions to inform change is a sign of respect.