



Improve Recruitment & Retention with Driver-Friendly Compliance Technology

GEOTAB[®]

Drivewyze[™]

Introduction

Recruiting and retaining drivers continue to present challenges for leaders at truckload carriers, large and small. A report from the American Trucking Associations (ATA) found that in 2021, the **driver shortage hit a historic high of over 80,000 drivers** and that this deficit will likely continue to increase. How can leaders attract and retain today's talent to meet the demands of tomorrow?

Increasingly, prospective team members are looking to work with companies that have a driver-first culture. Drivers want to feel supported by their employers, which includes having access to the tools they need to do their job safely and efficiently – with as little stress as possible – and get home to their families.

Leaders like you are looking for strategies to build and maintain a company culture that drivers want to be a part of. Implementing telematics technology and software solutions enhances driver experience on the road and empowers them to improve their skill set, helping you develop a highly desirable driver-first company culture.



Tackling Today's High Turnover & Driver Shortage

The driver shortage is a multifaceted issue that doesn't have just one cause. High turnover is closely related to the shortage. At the end of 2020, the annualized **turnover rate for carriers with over \$30 million in revenue was 92%, while small truckload carriers saw a rate of 72%.**

New technology can't completely resolve turnover issues related to seasonality or drivers' desire for a career change, but it can help you attract new drivers and make significant improvements to their job satisfaction, which helps you retain them.

One of the major contributing factors to turnover rates is that as older drivers retire, companies can't recruit younger drivers fast enough to cover the widening deficit. The **average age** of private fleet drivers is 57, while the median age of over-the-road drivers is 46. The average age of drivers currently in training programs is 35.

Appealing to younger millennials will allow trucking companies to grow their workforce. This includes understanding what these digital natives want from their working lives and how to employ benefits and technology to attract them to your company.

Another factor contributing to the industry shortage and the turnover rate is how drivers feel about the nature of the job itself. In a **survey of drivers by the Commercial Carrier Journal (CCJ)**, half of respondents said that a lack of home time was a barrier to successful recruiting, while 53% said they feel companies aren't doing enough to put their drivers' experience first and treat them as valued team members.

To retain drivers, companies need to differentiate themselves from their competitors by focusing on providing excellent employee experiences. Improving how drivers feel while on the road and respecting the time they want to spend off-duty have major impacts on keeping new hires over the long term.



In our mind, making the driver experience as easy as possible is absolutely strategic. We need to provide the best experience for the driver so that our growth is sustainable into the future.

- Senior Executive at Paper Transport

Turnover Rates in the Trucking Industry

92%

Carriers with revenue over \$30 million

72%

Small truckload carriers

Building Tomorrow's Driving Teams

Recruitment and retention is about meeting the needs of your drivers. Today's drivers want more autonomy around when and how they work, but they also want to feel like they are a valuable member of their team.

Cater to a Growth-Minded Workforce

In a **recent survey from Gallup**, 59% of millennial respondents reported that opportunities to learn and grow are extremely important to them when looking for new job opportunities. 44% of Gen Xers and 41% of baby boomers also list this factor as a top priority.

While the survey showed that the generations have similar needs when it comes to the workplace, one key difference is that millennial job-seekers behave more like consumers when looking for jobs. This means that they shop around for the opportunities that best fit their needs and they aren't afraid to leave a job to find something better — likely contributing to the high turnover in the industry.

Offering opportunities for growth and development will help you attract and keep talent. This includes:



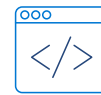
Paid training programs



Clear paths to professional advancement



Tools that improve driver experience



Technology that helps them strengthen their skills

Telematics solutions that combine electronic logging device (ELD) hardware with a variety of software integrations enable you to enhance compliance and empower your team members to become better drivers. With these tools, you can help fulfill your drivers' desire to learn and grow.

Tracking driver data with telematics solutions can also help you build stronger professional relationships with your fleet. Transparent communication regarding data is key: when drivers feel involved in the process of improving the metrics that matter to your company, they feel motivated to enhance their skill set.

Strengthen Your Company's Identity as a Driver-First Organization

When it comes to retention, asserting a strong sense of organizational purpose is critical. 71% of millennials and 83% of Gen Xers and baby boomers who understand their organization's values and how it differentiates from competitors say they plan to stay with their company for at least one year.

A commitment to implementing technology that provides tangible benefits to drivers can set trucking companies apart from their competitors. Integrating a driver-first ethos into your company culture and backing it with action makes drivers feel that they are cared for. Using the latest ELD technology on the job to enhance their performance gives them the sense that they're working for a company on the leading edge of the industry.

Leveraging telematics technology reinforces a driver-first culture by offering benefits such as in-cab coaching and weigh station bypass, as well as safety features like alerts about high-risk areas and parking space availability. The right telematics solution should also deliver valuable tools to the driver, for example, collision avoidance technology and predictive fleet maintenance data help drivers feel that you have their back on the road.



Enhancing Driver Experiences with Advanced Telematics & Weigh Station Bypass Technology

Telematics technology plays a major role in helping companies attract today's growth-minded workforce and develop a driver-first culture. Drivers face the most difficult parts of their job alone on the road. Optimizing the telematics technology in your fleet can help you support your drivers, wherever they are.

Increase Efficiency to Get Drivers Home Faster

One of the telematics-compatible software solutions that has a clear impact on driver experience are weigh station bypass systems, like Drivewyze PreClear. The software integrates directly into Geotab's telematics solution through the Geotab Drive App, combining ELD capabilities with driver safety and support tools.

In light of the mandated ELD regulations, **drivers are more concerned about planning their driving time accurately** to avoid hours of service (HOS) violations. Pulling over at weigh stations interrupts drivers' ability to plan home time and creates a sense of frustration while out on the road.

Bypass systems enable drivers to make more money and spend more time at home. Instead of navigating traffic, changing lanes, and wasting time at multiple weigh stations throughout a trip, drivers can stay on the mainline and deliver their freight more efficiently.

A **recent survey from Drivewyze** revealed that drivers see weigh station bypass programs as an indication that their employer cares about their wellbeing on the job. 65% of survey respondents reported that they would be more likely to stay with a company if they provided a company-paid weigh station bypass program.

Automating compliance through the Drivewyze PreClear bypass system also reduces the headache of going through the motions as law enforcement officers check over information.

84% of Drivewyze users report that the solution has met or exceeded their expectations for time saved per bypass.

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“While the bypasses our drivers receive help save us time and money and keep us moving, the biggest benefit to me is helping our driver retention. Drivers like to drive and not knowing the detention time when entering a weigh station can be unsettling. Drivewyze PreClear gives our drivers peace of mind knowing they’re likely to get a bypass and can keep driving.

- James Davidson, CEO at Davidson Environmental



Streamline Compliance to Reduce Stress on the Road

When drivers do need to stop in at weigh stations, Drivewyze also offers an e-Inspection service that significantly streamlines the process by automating the verification of carrier, vehicle, and driver credentials with electronic data entry across multiple data systems, even as a vehicle is still in motion.

Drivewyze has found that a clean **Level III inspection can be reduced from a half-hour detention to just minutes**. This reduces the time drivers spend at weigh stations, enabling them to get back on the road faster. It also allows them to log more miles and maintain their safety scores while relieving the stress of complying with HOS regulations.

Boost Safety Resources to Help Drivers Feel Confident

With features like Safety Notifications built into Drivewyze's PreClear system, drivers can receive proactive alerts about potential obstacles like low bridges, steep grades, and high rollover areas alongside bypass opportunities, right through their Geotab Drive App. When drivers have a better idea of which routes are the safest, they can avoid potential incidents and keep their freight moving with peace of mind.

Drivewyze Safety+ service provides extended notifications that empower drivers to avoid accidents and citations. Speed alerts and custom, driver and location-specific notifications allow you to automate driver support and encourage them to improve their behavior on the road. Parking alerts enable your drivers to quickly find a safe place to stop with real-time updates about parking availability, significantly reducing frustration and wasted time.

Your drivers feel more accomplished in their role when they have tools to enhance their performance. Bypassing weigh stations helps them focus on successful deliveries and reduces the stress they experience on the job, meaning they feel less fatigued and gain a sense of achievement.

For today's workforce, receiving these intangible benefits through your advanced telematics solutions strengthens their loyalty to your company.





Conclusion

Adapting to the challenges of modern freight will help you stand out to job seekers and differentiate your team from your competitors. Providing best-in-class experiences on the road (and getting your drivers back home faster) helps you retain the talent you attract. Understanding drivers' needs and offering technology that makes them feel supported will empower them to perform at a high level. With tools like Geotab telematics and ELD solution and Drivewyze's bypass and safety services, you can put your drivers first, enabling you to keep growing your fleet well into the future.

Cumberland Farms

Fleet Size: 134 tractors

Avoided 213 hours of weigh station delays over one month.

Freed up additional driving time enabling most drivers to haul up to twice as many loads per day.

Moore Transport

Fleet Size: 165 trucks

Avoided 379 hours of weigh station delays over four months, saving \$58,000 in operating costs.

Eliminated the need for drivers to work on Fridays evenings or on Saturday mornings.

Melton Truck Lines

Fleet Size: 1,300 trucks and over 2,000 trailers

Received 14,000 bypasses over one month.

Saved an estimated 824 hours of drive time in a month, resulting in a \$130,000 operating cost reduction.

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About Geotab

Geotab is advancing security, connecting commercial vehicles to the internet and providing web-based analytics to help customers better manage their fleets. Geotab's open platform and Marketplace, offering hundreds of third-party solution options, allows both small and large businesses to automate operations by integrating vehicle data with their other data assets. As an IoT hub, the in-vehicle device provides additional functionality through IOX Add-Ons. Processing billions of data points a day, Geotab leverages data analytics and machine learning to help customers improve productivity, optimize fleets through the reduction of fuel consumption, enhance driver safety, and achieve strong compliance to regulatory changes. Geotab's products are represented and sold worldwide through Authorized Geotab Resellers.

To learn more, please visit www.geotab.com and follow us on Twitter [@GEOTAB](https://twitter.com/GEOTAB) and on [LinkedIn](https://www.linkedin.com/company/geotab).

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About Drivewyze Inc.

Drivewyze Inc. is a leader in connected truck services and is on a mission to revolutionize transportation safety and efficiency. Drivewyze serves commercial drivers and fleets with innovate trucking services such as the Drivewyze PreClear bypass service, Drivewyze Safety+, Drivewyze Safety Notifications, Drivewyze Insights, and e-Inspections. Drivewyze was recognized by Frost & Sullivan with the North American Weigh Station Bypass Company of the Year Award for 2017, for its best practices and industry leadership.

To learn more about Drivewyze visit, www.drivewyze.com and follow us on Twitter [@Drivewyze](https://twitter.com/Drivewyze) and on [LinkedIn](https://www.linkedin.com/company/drivewyze).

This white paper is intended to provide information and encourage discussion on topics of interest to the telematics community. Geotab is not providing technical, professional or legal advice through this white paper. While every effort has been made to ensure that the information in this white paper is timely and accurate, errors and omissions may occur, and the information presented here may become out-of-date with the passage of time.

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