



2019 DRIVER RECRUITMENT TRENDS:

How Direct Leads and Big Data are Reducing
Cost Per Hire AND Changing the Industry

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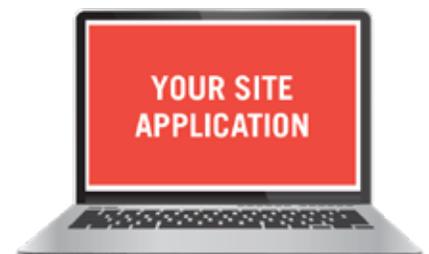
DIRECT LEADS DRIVE RESULTS AND SPEED UP THE HIRING CYCLE

Did you ever go on a blind date? Meeting someone for the first time is much scarier and much more work than going out with someone who knows you and wants to know you better. In driver recruitment, third-party or multi-carrier leads are like blind dates. Most multi-carrier leads don't know you or don't know how you got their information. Your recruiters **work harder** to introduce themselves, build trust and convince the driver to consider **your** company.

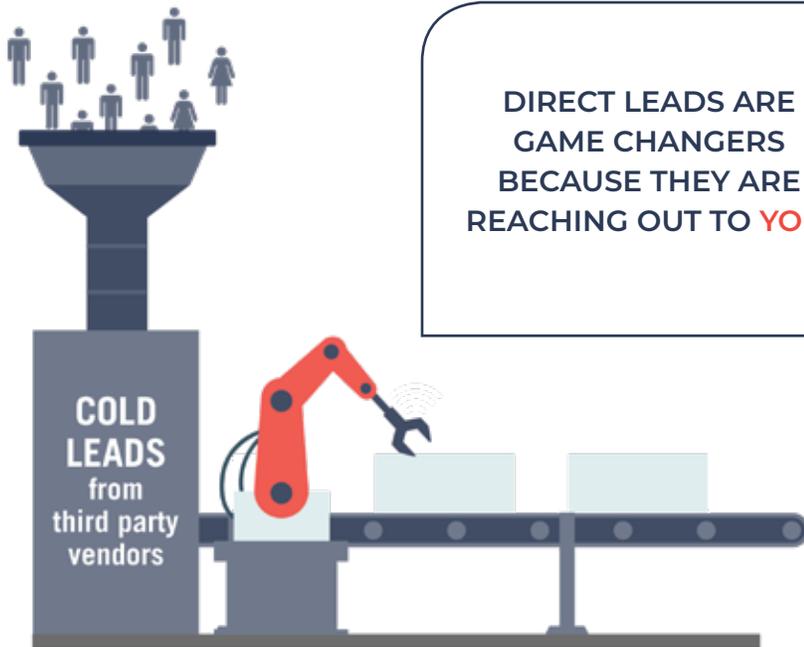
Direct leads are different. To use the dating example, it's like meeting someone at a party. They get to know you before committing to a date. A direct lead strategy introduces your company and your opportunities to them on their terms and in their time. They warm up to you by getting to know you and what you have to offer before they commit and apply. And the best part for your recruiters is they apply directly to you – **direct-ly**.



Drivers learn about you through multiple touchpoints and visit your site for more information



DIRECT LEADS ARE GAME CHANGERS BECAUSE THEY ARE REACHING OUT TO YOU.



YOUR OWN CUSTOM QUALITY LEAD LIST

BENEFITS OF DIRECT LEADS

1. Drivers reach out to you

They want to know more about your company. They chose to respond to you, to your ad, to your offer or messaging. Something **that you said** made them click, and they filled out YOUR application and not someone else's. You own the encounter, you own the relationship – a shared experience.

2. More likely to say yes

When someone seeks you out first, they are more likely to believe what you say, engage with your recruiters and say yes to an offer. You already have credibility with them.

3. Faster hire cycle

You need drivers now. And the faster you can hire someone, the faster you can hire someone else. Speeding up the recruitment cycle makes your recruiters more efficient and gets your trucks moving faster.

4. Better retention

Because drivers have already sought you out, they are more committed to the relationship, and therefore are more likely to show and more likely to stay.

Because cold leads aren't exclusive, you have to fight other carriers to get **drivers** attention and hope that you are first to get to them and **offer the best package**. Direct leads are game changers because drivers are reaching out to you. They are ready to talk, ready to consider your company and ready to make a move. If you incorporate direct leads into your recruitment strategy, you could see higher ROI from adding them to the mix.



THE DRIVER HIRING CYCLE NEVER ENDS

HOW TO GET THE MOST ROI AND STOP CHURNING DRIVERS



Hiring drivers isn't just a matter of getting a lead list, calling drivers and getting them to say yes. That's how most companies treat driver recruitment. **Don't you want to stand out and be different?**

Successful companies that have mastered driver recruitment know getting the application is only 20% of the process. Doing driver recruitment right means running a comprehensive hiring

strategy that connects with prospects and employees through all 5 stages of the hiring cycle.

To stay in the driver's seat, you have to connect to drivers, sell them on your company and what you have to offer, inspire them to apply with you and then continue to reinforce why you are the best company to work for even after they've said "yes."

STAGE 1

Branding is the first step

It's about getting your name out there so drivers recognize you and **see you as a player**. You can't just rely on people seeing your trucks on the road. In today's mobile internet environment, you have to be seen through digital advertising and on social media regularly.

STAGE 2

Telling your “why”

The second step is showing drivers WHY you are different from the hundreds of other carriers advertising for drivers. This goes way beyond bonuses and pay-per-mile, you have to show and explain why and how your business is different from everyone else. Are you a good employer for millennials? Do you offer flexible schedules or a unique lease-to-hire program that's better than your competition? Is your company culture built around supporting drivers with families or husband and wife teams? Telling your “why” helps candidates get to know you better and build trust faster.



62.2%
of company drivers
use Facebook



46.6%
of Owner-Operators
use Facebook

STAGE 3

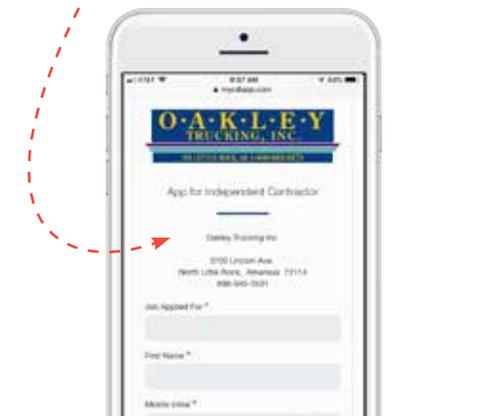
Get the application

Getting the application is the first conversion. It's not the end of the process, but it's the first important commitment. A lot of hiring strategies are based on cold, third-party leads that are basically applications that drivers fill out without knowing who they are applying to. In a direct leads strategy, we drive to an application that is owned by you – that way you own the relationship from the beginning. Because we've established a relationship with the drivers in stage 1 and 2, drivers in the hiring funnel are more likely to fill out **your** own



application. They are raising their hand and saying “yes, I want to work for you, call me, let's talk.”

There's nothing better for your recruiters than knowing they are talking to someone who wants to drive for you.



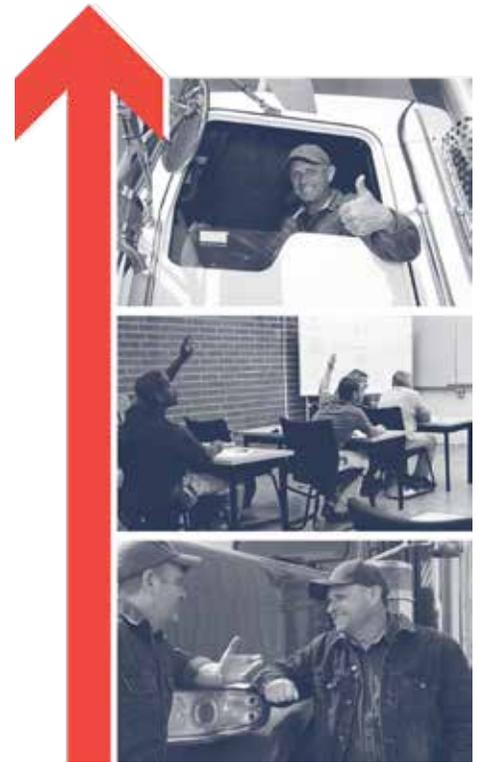
STAGE 4

Increase the show rate

This stage is critical, and it's easier when you convert a direct lead than a multi-carrier, cold lead. After all the work of attracting attention, making your case and getting **the** application, you've gotten the first yes. Now you need them to keep their commitment.

We know drivers are accepting multiple offers and deciding at the last minute which to take. Make sure you continue to stand out while they are making this decision.

Buyers' remorse doesn't just happen when people buy a car or a house, it can happen with a job too. That's why you must stay in communication with these drivers to reinforce their choice. Ad campaigns directed to applicants in the process, weekly emails that share "need to know" tidbits and "get to know the team" features about the dispatchers and safety managers that the drivers will be working with are good touch points that help solidify your relationship with your new hire and increase show rate.



STAGE 5

Retaining drivers

The driver you retain is one less that you need to hire. And for every retention, you've saved three, four, five, even six thousand dollars in hiring costs. Some retention issues are due to internal issues around training, safety and operations. But many times drivers leave because they feel disconnected from the company and forget the reasons they chose you in the first place.

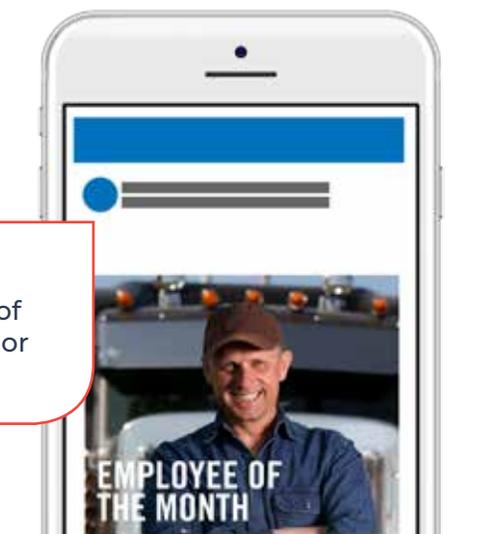
Branding and telling your "WHY" should continue beyond hiring by targeting your current workforce. Engage with employees on social media and tell good news about your charitable events and community involvement, company news and positive employee stories.

Using data analysis, employee profiling and a comprehensive retention analysis can also bring deep insights to your retention strategy, but that's a bit more complicated and the subject of the last section. More on this in a minute. Let's talk reporting and measurement first.



Use newsletters to keep current drivers engaged

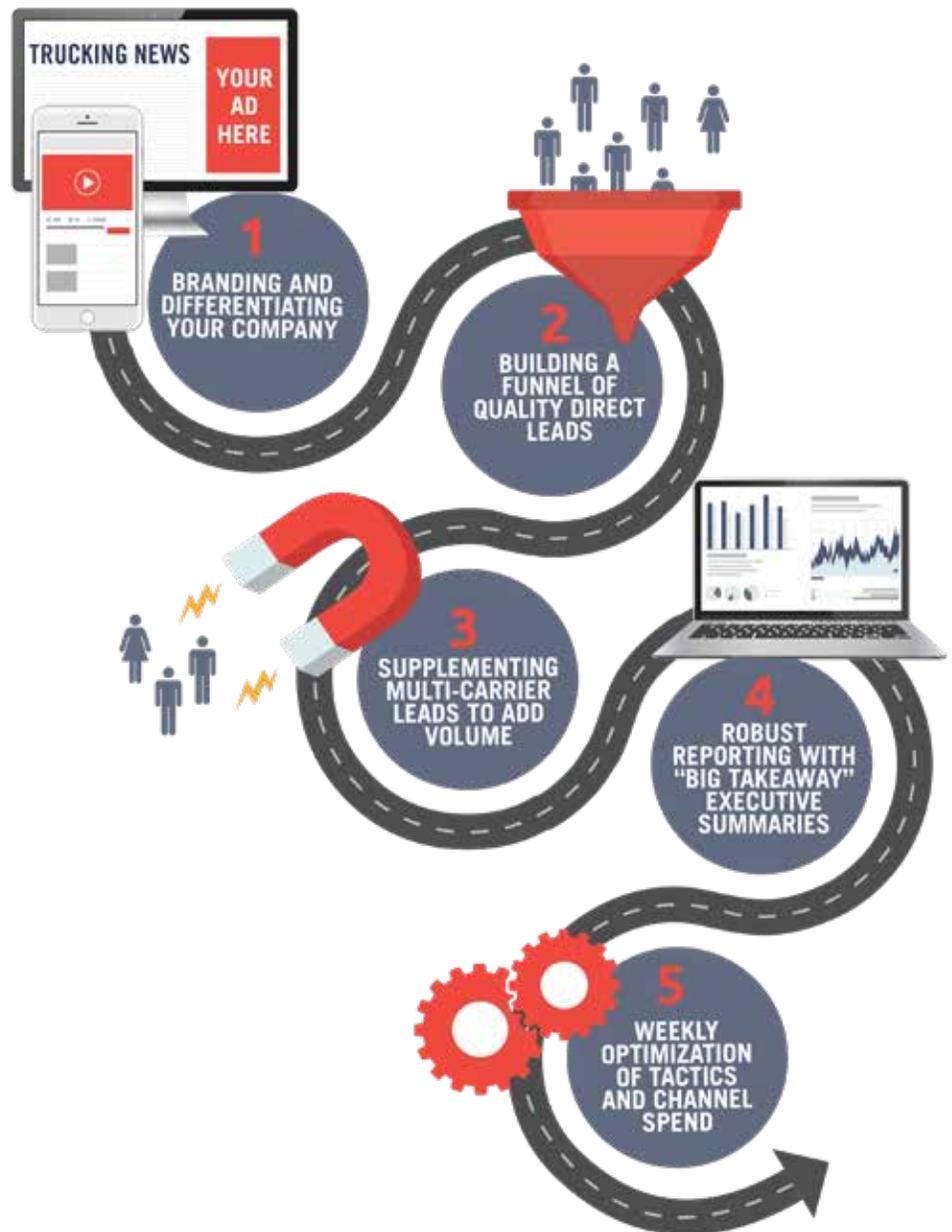
Use social media to showcase employee of the month spotlights or company events



REPORTING AND ANALYSIS ARE KEY TO INCREASING ROI

Designing and executing a smart strategy is important. No one will dispute that. But how do you know if your strategy is smart, working, and driving results? Smart reporting and analysis is the key. Some platforms and solutions offer hundreds of pages of reporting. But if you can't read them, if you can't draw actionable conclusions from them that help you make decisions, they are meaningless.

Reporting with analysis is key to getting the most out of your recruitment strategy. Your direct and cold lead sources (multi-carrier) should be monitored and tagged in your applicant tracking system. AND, you should be diving deeper than tracking vendors to tracking channels. Is social delivering a lower cost per application than search? Are display ads driving website visitors? How is my blog strategy driving applicants into the funnel? By monitoring, reporting and acting on these metrics, you can adjust your marketing spend month-by-month to dial in the best ROI possible.



Recruitment strategy is never “set it and forget it.” The driver universe is dynamic, and supply and demand are changing every day.

THE POWER OF DATA

KNOWING YOUR WORKFORCE PAST AND PRESENT CAN SIGNIFICANTLY IMPROVE RECRUITING AND RETENTION

Retention may be the most important problem facing the trucking industry. With an extremely tight labor supply and increased costs of recruiting, retaining workers can be the least expensive and disruptive strategy to keep our trucks moving. But every driver is different, and every company is different, so one-size fits all retention strategies don't work.

An in-depth analysis of your past and present drivers could unlock hidden insights. Don't you wonder why some drivers never make it past the 90-day mark, and others have been with you for years? Are there indicators that could help you predict which drivers are most at risk for leaving? Is age, experience, earnings-per-week or even home life a factor in retention for your company? Some companies may be best for drivers with young families. Others may suit empty nesters with more experience. Every company is different but understanding the common characteristics of your best drivers with the highest years of service could help you recruit and hire better.

When you know the characteristics of drivers that



Many factors can influence a driver's decision to stay or go. Data analysis can help you hone in on these factors and make adjustments to improve driver retention.

stay with you, you can tailor your marketing campaigns to better attract those kinds of drivers. If your company does a great job retaining people with families that value flexible home-time schedules, you can push that in your recruitment ads. So, how do you get this information? How do you learn about your workforce?

Look no further. AMG Driver Recruitment is dedicated to helping you find your data story through meaningful, actionable insights that set your recruitment strategy apart from the competition.

Here's how do we do it. First, we use your HR database of drivers – past and present. The more data, the better the analysis. By studying both termed and current employees, we can look for patterns and trends that are consistent.

1. We combine a driver's personal information (age, address, date of hire) with their company information like earnings-per-month, type of driver and safety record.
2. We add on third-party information to get a better idea of their lifestyle outside of work. Homeownership, interests, marital status and kids.
3. We run complex algorithms and identify clusters or groups based on length of employment.

Our analysis can help identify which time periods are critical to retention for your particular

company. If there is a huge exodus of drivers at 90 days or 6 months, you will know that drivers approaching those times will need extra attention and are at a higher risk of leaving. There could be common characteristics of drivers that leave in the first year that are very different from those who stay 2 or more years.

Data analysis won't help you read minds and it's not a crystal ball to predict the future, but it will make you smarter and help you put procedures and strategies in place to help you retain more drivers for longer periods of time. Knowing who is vulnerable to leaving and why is very important. Recruiting drivers that look like your best and longest tenured hires can help you hire better from the beginning.

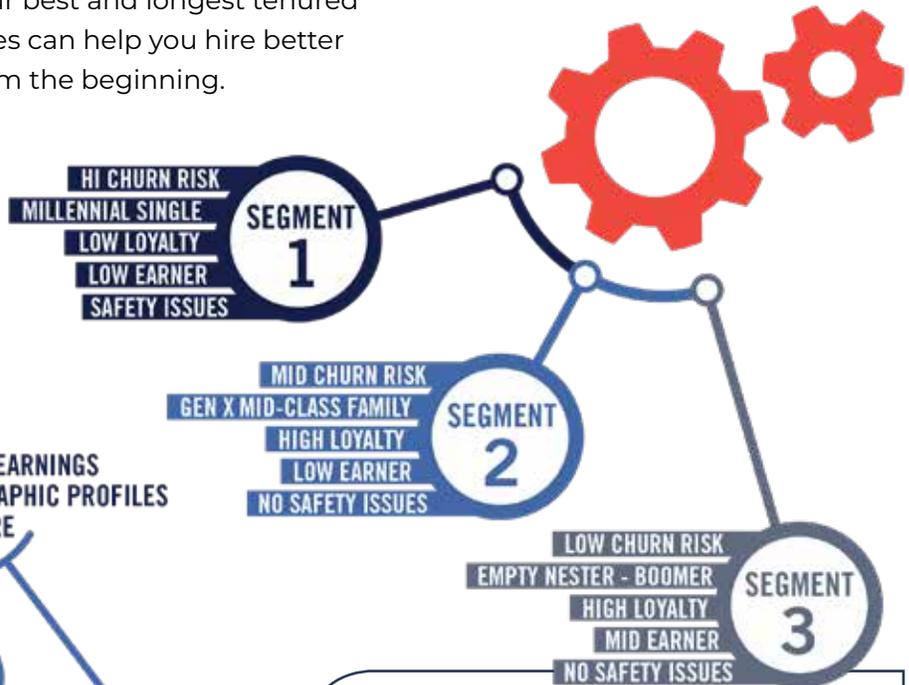
OUR DATA ANALYSIS PROCESS



(APPEND) 3RD PARTY DEMOGRAPHIC, FINANCIAL AND SEGMENTATION DATA



CARRIER DATABASE OF CURRENT AND PAST 5+ YEARS DRIVERS



TRAITS:
TENURE
WEEKLY EARNINGS
DEMOGRAPHIC PROFILES
AND MORE

90 DAYS

6 MOS

1 YEAR

1+ YEAR

Identify data points that are predictors and influencers on driver retention

Develop retention strategies to help recruit and retain drivers with lesser likelihood of churn

CONCLUSION



One of the hardest jobs in the US is recruiting truck drivers. And you need every advantage you can get your hands on to succeed. Most companies are fighting over the same drivers because they are buying the same leads from the same companies month after month. There's a better way to do recruitment and a smarter way to reduce driver churn. Direct leads are different, and a direct lead strategy connects drivers directly to you – and only you when drivers are ready to talk.

Our clients have seen remarkable improvement in the cost of hire, number of hires and quality of direct leads after working with us only a few months. We want to show you how we can help you with your recruitment strategy. Call or email me today.

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WHO WE ARE



EXPERT MARKETERS.

We know how to tell your story, so drivers get to know you to choose the best long-term fit. We're not looking for short-term solutions that churn in 60 days. We're looking for the best fit for you – matching the right drivers to the right jobs and companies.

ACCOUNTABLE AND TRANSPARENT.

We let you know what's working with transparent reporting and attribution down to the campaign. We optimize our campaigns to dial in the best results for the money to drive the lowest application and per-hire cost for long-term hires.

RELATIONSHIP EXPERTS.

Our customers are more than just contacts. Our relationships with our customers come first. We commit to providing the best service and the advice we can give to maximize your ROI, not ours. Our goal is to exceed your expectations in every aspect of our relationship with you and your business. We want to work with you. For more information email or call:

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