

Making Hiring Personal Again: Understanding What Drivers *Really* Want

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The Age of Personalization



When did we start treating drivers like a number on a lead list? Drivers aren't leads. They're people.

People expect a personalized experience in everything they do. Why shouldn't that include finding a job?

The Professional Truck Driver



For truck drivers, their job is not just all about the work. They take pride in their profession.

It's a lifestyle. It's a commitment. It's about feeling they belong, and they're valued.



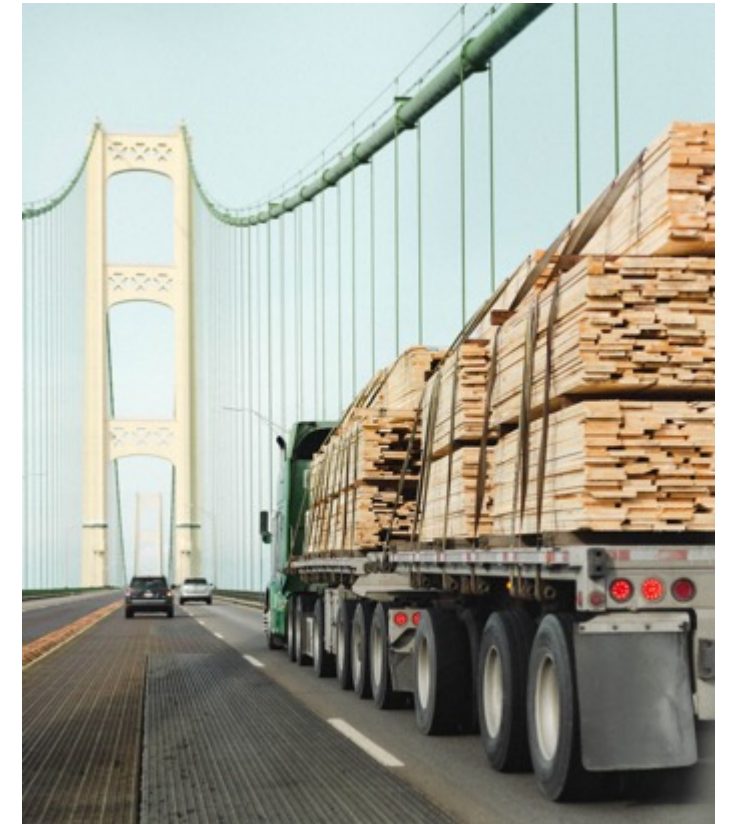
Together We Can Change the Industry



Changing the industry starts by making hiring personal again and understanding what drivers are *actually* looking for in a job.

It's about getting to know each driver on a personal level and delivering a job that will meet their professional qualifications and also match their desired lifestyle.

Recruiting for retention starts with putting drivers and their needs first!



Unconscious Bias in Recruiting



“If you ask a driver what they are looking for i.e. home time, money, miles, equipment, etc. They will spew it out. If you are smart and good with people, you will shut up and listen. If home time is what they are looking for, and you immediately think, ‘shoot, this guy won't take 14-21 days out,’ then you talked yourself right out of your command.

Instead, tell them you get why home time is important. Now, you could go in 2 directions:

1. You could ask them what they do with their home time (gather info to continue your rapport)
2. You can get out of your own idea of what "good home time" means. Ask them what kind of bad home time at current company means.

Sometimes when a person says they are looking for better home time, it means they haven't been home in 2 months. Don't project your personal fears or standards on your applicant, and you'll be surprised that so many of your hires are happier with what you were afraid to present.”

– **Cole Hauptli, Driver Recruiter at Koch Trucking**

Confirmation Bias:

When you try to elicit answers that support our initial assumption about the candidate.

Source: Harver Blog: 13 Common Hiring Biases To Watch Out For 11.13.2018

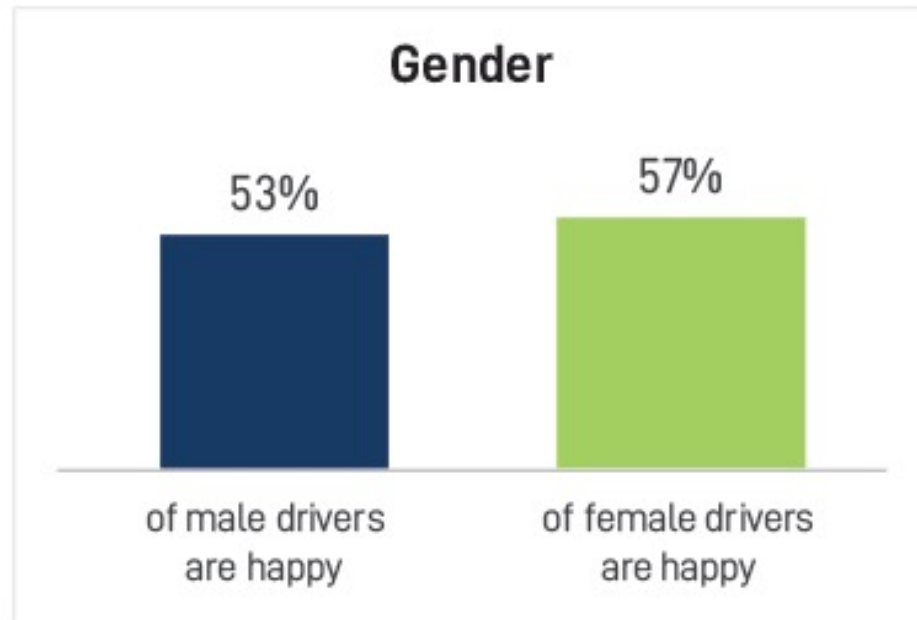


Change your lens and
listen, you just might
learn something!

Are Drivers Happy With Their Job?



ONLY 54% SAY YES

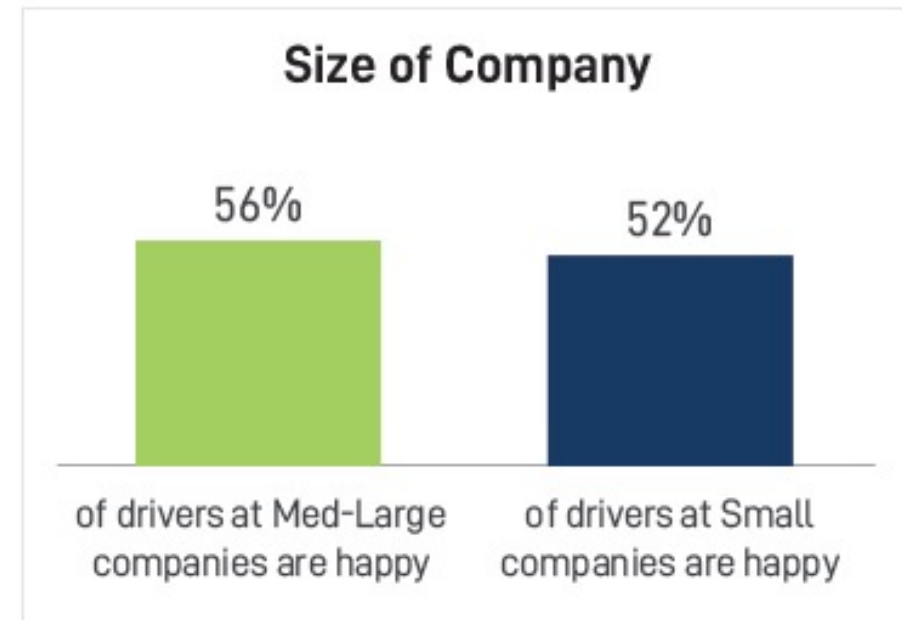
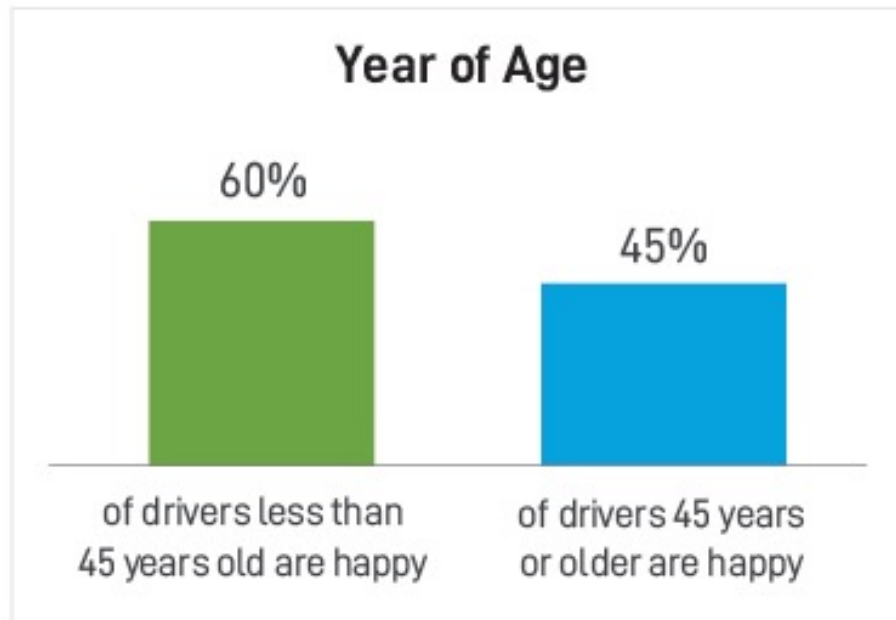


Key Takeaway: Newer drivers expressed higher levels of happiness than more experienced drivers. In addition, females expressed higher levels of satisfaction.

Are Drivers Happy With Their Job?



ONLY 54% SAY YES

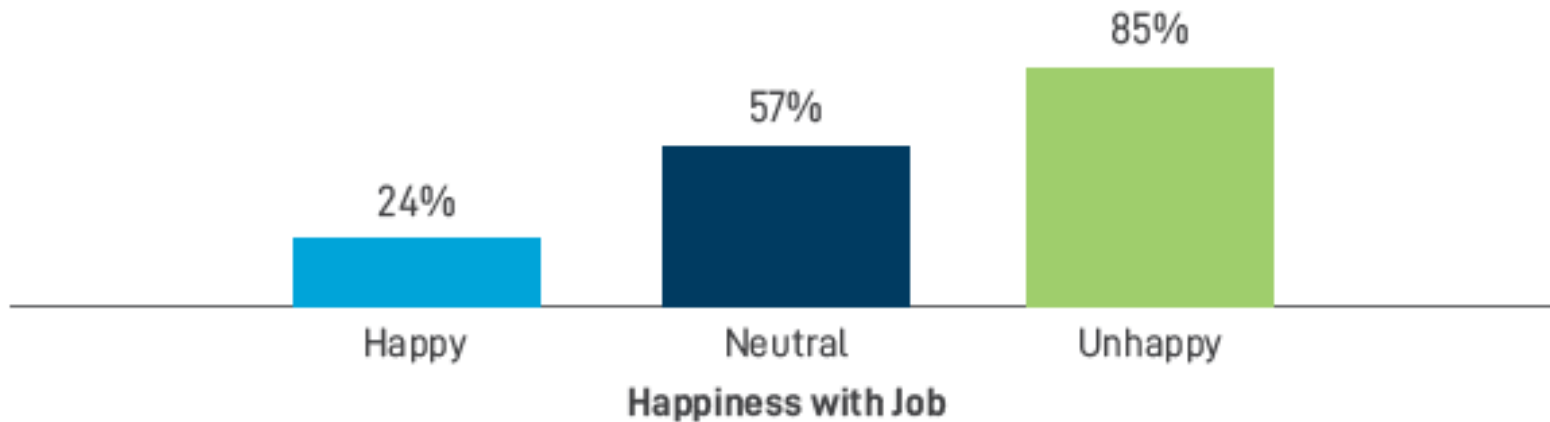


Key Takeaway: Assess driver happiness and address key factors that negatively impact satisfaction, especially among older truck drivers at larger companies.

Does It Matter If Drivers Are Happy?



Looked for a Job in the Last 3 Months

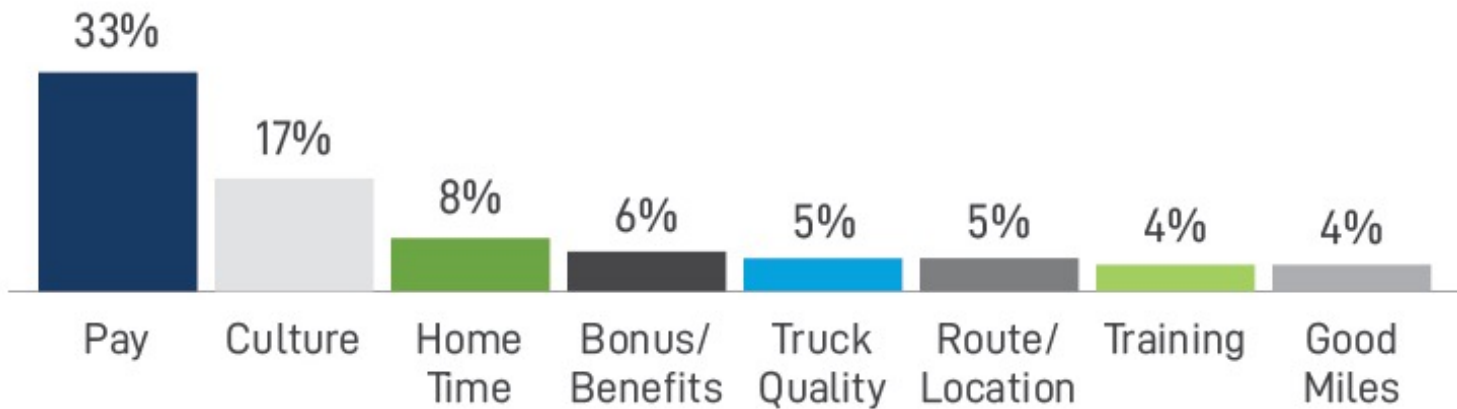


Unhappy drivers were 3 times more likely to say they have looked for another job in the last 3 months.

Top Factors in a Driving Job



What are the top reasons drivers are attracted to your company?



KEY TAKEAWAY

While compensation continues to be most important, culture and communication are also key to retaining drivers.

Decline Reasons 2019 vs. 20



March – October 2019		March – October 2020	
Reason Drivers Declined the Job	Percent	Reason Drivers Declined the Job	Percent
Not ready to make a move at this time	34%	Not ready to make a move at this time	31%
Pay Rate	15%	Hours, schedule, home time	11%
Hours, schedule, home time	13%	Recently accepted a job	10%
Recently accepted a job	8%	Pay rate	9%
Unspecified / Unknown	7%	Unspecified / Unknown	8%
Type of haul	6%	Distance to the nearest terminal	5%
Distance to the nearest terminal	6%	Type of haul	4%
Benefits	2%	Looking for local work now	2%

Why are Drivers Leaving?



Why do you think others are leaving your company?

31%

Compensation

13%

Company Culture

6%

Schedule



Why are Drivers Staying?



How could your company increase your likelihood to stay?

32%

Compensation

10%

Management and
Communication

7%

Benefits, Equipment,
Culture, and Onboarding

How to Deliver Happiness



Factors impacting happiness & retention	Happy in my current role	Recommend my company	Rarely look for a new job
Compensation	✓	✓	✓
Company values my contributions	✓	✓	✓
Have information I need to succeed	✓	×	×
Have equipment I need to succeed	✓	✓	×
Time off requests are understood	×	×	✓
Paid on a timely basis	✓	×	✓

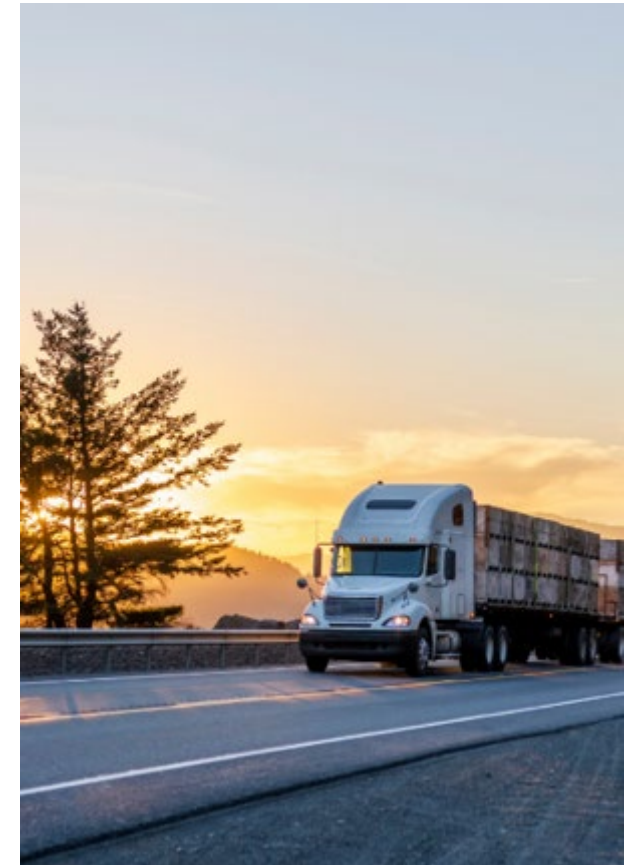
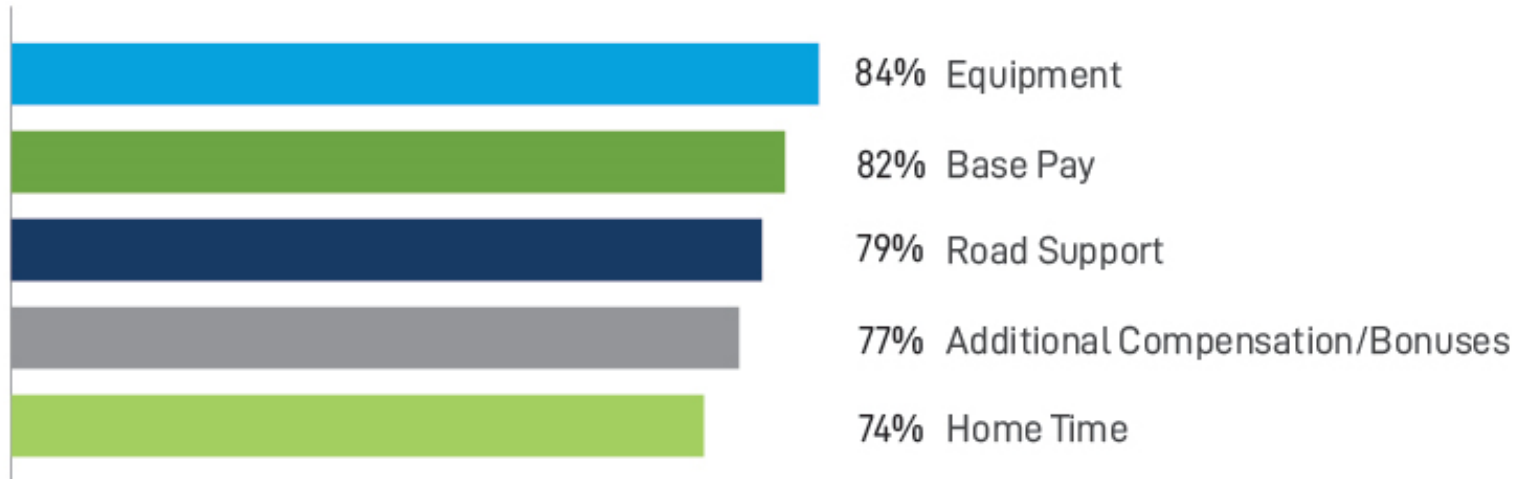
KEY TAKEAWAY

Compensation matters, but it neither guarantees happiness, nor increases overall driver satisfaction and engagement.

New Job: What Matters Most to Drivers



What matters most when looking for a new job?



New Job: What Matters Least to Drivers



What matters least when looking for a new job?



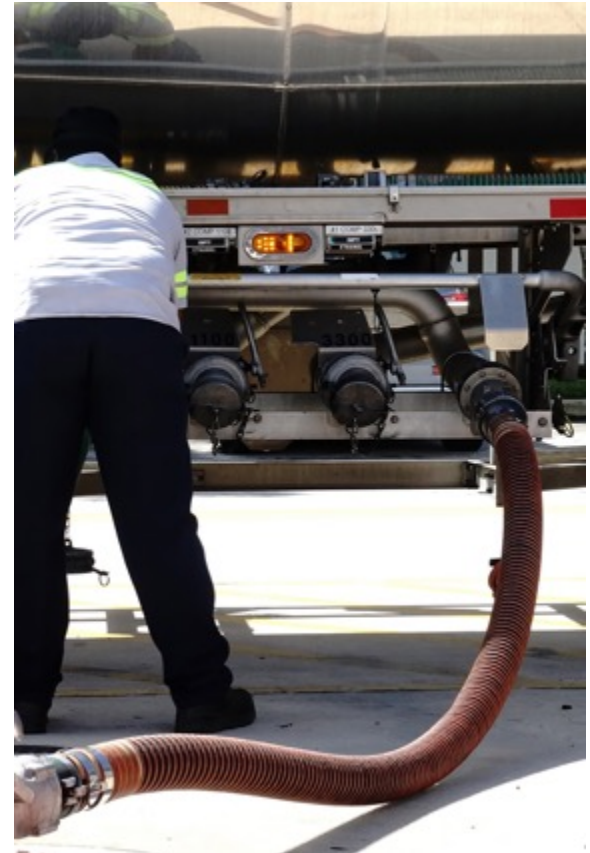
25% Ancillary Benefits (fitness, EAP, etc.)

19% Training & Development

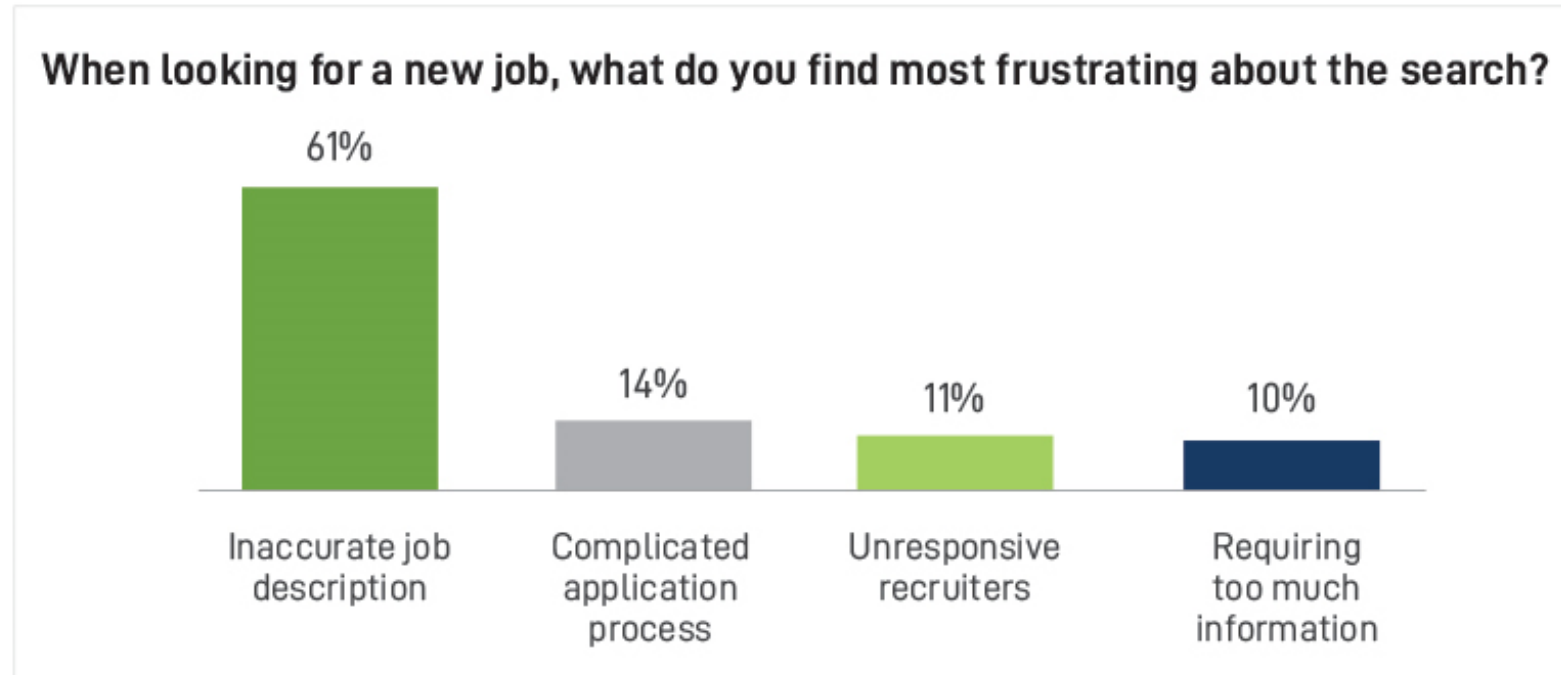
19% Haul Type

13% Retirement (401k)

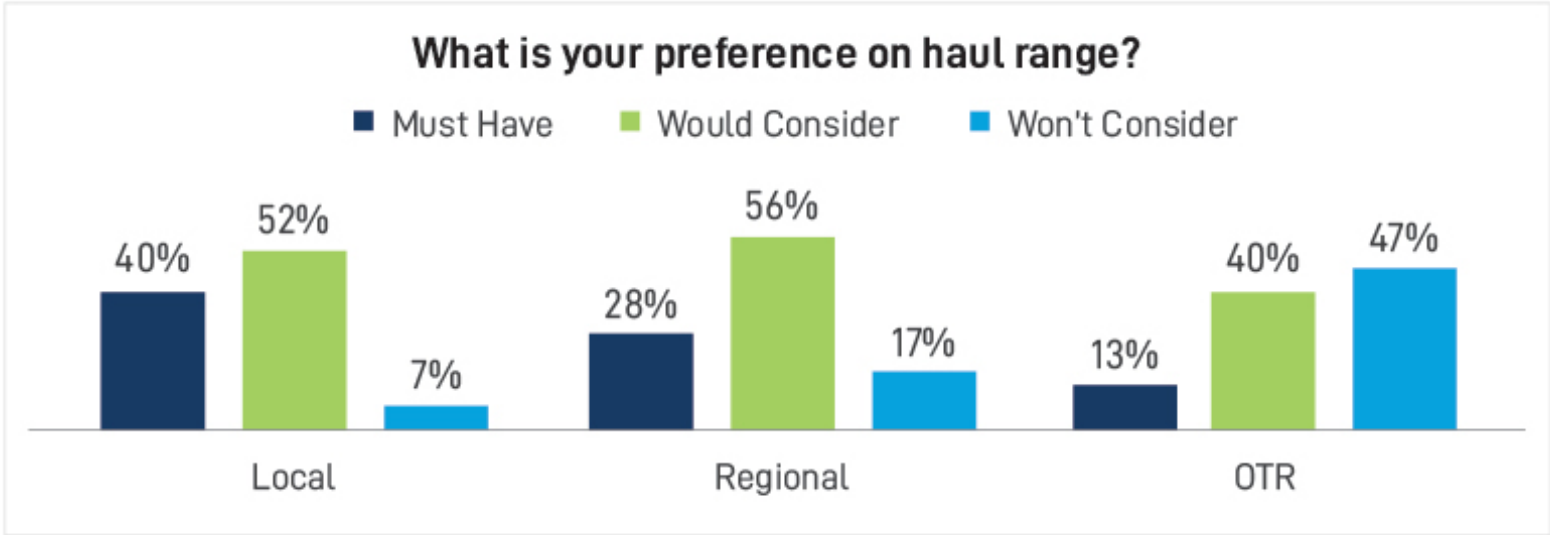
13% Companion (rider program)



What Frustrates Drivers Looking For A Job?



Driver Job Preferences



KEY TAKEAWAY
Employers who recruit for retention understand how critical it is to create a driver-centric experience that prioritizes a driver's personal preferences.

IT'S TIME FOR SOMETHING NEW!



Drive My Way is making truck driver recruiting personal again, matching drivers with jobs they love, and helping employers recruit for retention.

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