Industry Case Study: When Driver Performance Impacts Business Outcomes

Today, there are nearly four million professional truck drivers in the U.S., and one million of them change jobs every year. In fact, for decades, truckers have quit at alarming rates.

The turnover rate was at a staggering **91 percent in 2019**, which means that for every 100 people who signed up to drive, 91 walked out the door for better driving opportunities. Professional truck driving is an extremely tight labor market, for cyclical and structural reasons. Drivers are in high demand today—a fact exacerbated by COVID. To attract and retain drivers, fleets are increasing pay and benefits, in the hopes that their drivers' performance will deliver better results.

Targeted Hiring & Effective Driver Management to Improve Retention

One study conducted by the Upper Great Plains Transportation Institute estimates that the average cost to replace one driver is $8,234. Because of today's labor market, you need to continually re-evaluate your driver force and screen new applicants, even if you're not hiring right now. You also need to effectively manage your present drivers so you can retain the best performing drivers.

For your fleet, you're looking for drivers who will get loads delivered safely, and with best fuel efficiency. You want drivers who are conscientious about equipment maintenance and whose attitudes are consistent with your company's management style and culture.

Like many firms, you may only be looking at a driver's experience and accident records. But those factors alone are poor predictors of future performance. In fact, studies show that lack of experience accounts for only 2 percent of all truck accidents, and that a clean driving record does not always correlate with strong driver performance.
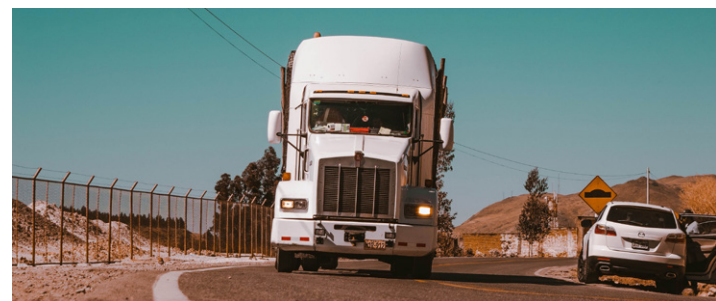
The driver who gets an extra mile out of each gallon of fuel could save you $5,000/year.

Humantelligence has a comprehensive assessment that generates the kinds of insights that help you uncover top-performing drivers. Part of an employee experience platform, it helps you successfully hire and manage truck drivers, tailored to your firm's goals and objectives. It's based on evaluation tools that are easy to administer and subject to computer analysis – providing you with an in-depth 'job style' analysis.

Contrary to what most people believe, there is no such thing as accident prone. Rather, there are attitudes and elements of human nature – what we call styles – that research proves to be related to safe, efficient truck driving, and behaviors that can be correlated to equipment maintenance, fuel economy, and procedure compliance.

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With our assessment, you can be confident you're selecting the best and safest drivers, and then developing the right kind of individual management plans. With just the right amount of structure and support, your drivers will feel good about driving for your fleet, and they'll give you the safety, efficiency, and productivity that can positively impact your business outcomes.

The Impact: Better Fleet Effectiveness through Data-Informed Decision Making

When it comes to driver performance, the factors that affect results can be hard to measure. Our assessment is based on years of scientific research. It's also easy to use, and gives you the right information to make the most informed hiring and personnel decisions.

For example, your drivers may make a dozen deliveries a day and interact with receiving personnel at each location. As your frontline representative, you want your drivers to have the kind of communication and collaboration skills needed to nurture these relationships. Based on your criteria, we design a formula so you can select the drivers who will perform best based on your needs. And as a result, you can increase profitability.

Using the following process, you can expedite the screening and interviewing process – and go to offer more quickly – identifying criteria for success up front and screening for candidates that fit that criteria from the onset.

- **Step 1:** Send the assessment to your applicant and, unlike other systems, allow candidates to see their own results in real-time.
- **Step 2:** Benchmark applicants to a *Custom Profile* with your specific criteria.

- **Step 3:** Identify those with best fit with the manager, team, or against high performers and target profiles.
- **Step 4:** Move selected candidates directly to interviews, using a customized interview guide that provides questions based on potential gaps/weaknesses and complementing strengths.
- **Step 5:** Hire the best candidates, most aligned to your management style.

This performance data will allow you to establish a strong correlation between High-Performer Profile fit and retention – helping you make better candidate selections faster. With this process, fleets can:
- Assess candidates based on work styles and performance
- Reduce recruiting, screening, and training costs
- Eliminate subjectivity during interviewing
- Streamline nearly 80% of the traditional hiring process
- Build better performing, more engaged fleets

If you choose the right people for the right positions, and manage them effectively, you'll save time and money. The driver who gets an extra mile out of each gallon of fuel could save you **$5,000/year***. A safe driver could save **$2,500 in insurance costs,** and another **$2,500 in reduced maintenance.** If a driver quits, it could cost up to **$5,000 to train a replacement.**

Free Trial

It's easy to test our assessment for yourself. Pick one of your drivers – one you'd like to be able to manage more effectively. Have him complete our **12-minute assessment.** From here, we'll set up a short results meeting with you to show you the assessment insights and how to use that data to achieve a more productive management relationship. No cost to you.

*Study produced by Resource Analysis, Inc. in conjunction with transportation management provider.

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