



Communication and Driver Hiring and Retention - Get it Right!

Presented by:

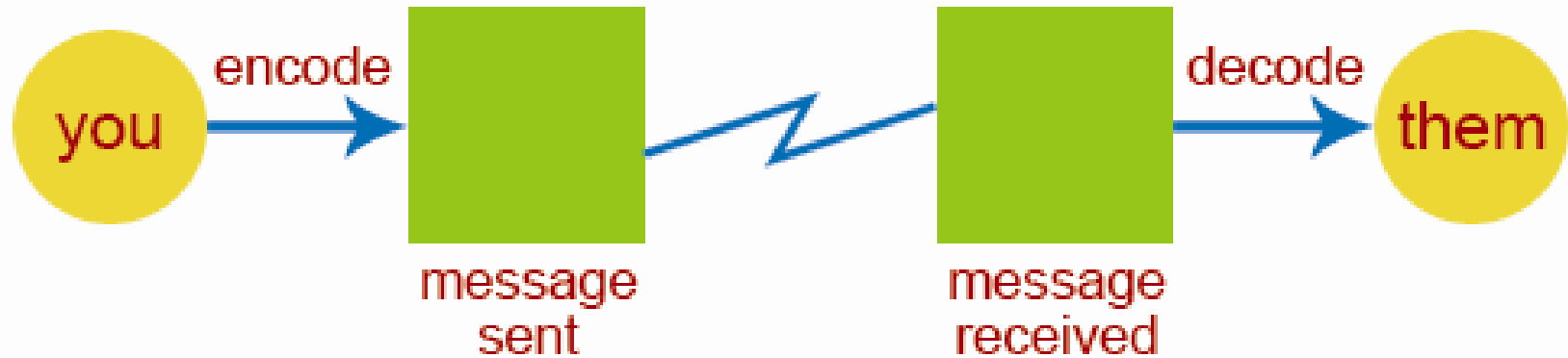
Bob Crescenzo, Vice President,
Lancer Insurance Company

bcrescenzo@lancerinsurance.com

**“Communication Works For
Those Who Work At It”**

John Powell

Communication Fundamentals



What Are Your Goals

- To Inform
- To Persuade
- To Entertain
- To Motivate
- Think Like A Driver!
- Match The Goal To The Driver And Their Activity.

Current Hiring and Retention Challenges

- Electronic Logs
- Entry Level Driver Training Rules - They DO Have An Impact
- Pre-Trip Safety Announcement
- Seat Belts More Often On Vehicles.
- Need To Manage All Aspects Of Passenger Communication.
- Risk Based Trip Scheduling
- Ability To Attract “Age Related” Candidates

Steps to Hiring

- Recruitment - The Most Effective Method is Word of Mouth and Other Driver Referral
- Military; Retirees; Contact with Other Businesses ; Customers
- First Step - ***Your Reputation***
- Second Step - ***Your Plan*** - Doesn't Begin When Someone Walks In The Door
- Third Step - ***What Do You Do Before You Hire***
- Fourth Step-***Treat Candidate Like A Potential Customer***

Your Reputation Precedes You - Hiring and Retaining Drivers Relates to How Your Business Is Evaluated By THEM!

- It's Not Only Pay And Benefits - It Is How Other Employees Feel/React To Your Operation
- Do You Know And Monitor Your CSA/SMS Score(s)?
- The Public, Your Customers, Candidates And Drivers Will Monitor Them
- Do You Have Portal And PSP Accounts/Inspections set Up? If Not, You Cannot Have All The Details Of Your Scores.
- What Are Your Policies For Reviewing And Acting Upon Every Inspection Outcome?
- How Are Drivers Involved?

Pre-Hiring

- Know Your Strengths and Limitations
- Know What Your Needs Are
- Know Your Costs
- Conduct A Pre-Hiring Job Specific Assessment
- Know When to “ Say No and When to Say Yes”
- Consider a Pre-Hire Physical Assessment- Conducted At a Medical Facility
- Prepare and Provide Candidate with Accurate Job Description and Information

Pre-Hire

- **Go Beyond the Application - Get a COMPLETE Driving History ! All Driving Experience Counts Towards How You Will Train a Driver**
- **Careful Background Evaluation Including The Reputation of Previous Employers**
- **Ground Up Candidates - VERY Tough to Take On**
- **CDL Without P Endorsement - Better Option WITH a Solid Training Program**
- **Driving Test That Reflects YOUR Needs**

Hired? Next is Training

- Skills Assessment Based Training - Not Everyone Needs the Same Training Program
- Take the Time - See the Results
- Classroom and Over the Road
- Online Classroom Training Programs
- EVALUATIONS are Necessary
- Over the Road Time and Work - Multiple Vehicles, Multiple Routes
- Written Training Program - Flexible to Needs

What Makes Driver Stay?

- 1- **Be Nice!!!**
- **Recognition** - Simple Thoughts!
- Treating The Driver **LIKE A CUSTOMER** Because That Is What They Are These Days!!!
- Do You Expect Your Customers to Refer New Customers to You?
- Retaining Drivers Means **THEY WILL BRING YOU NEW DRIVERS**, Just Like Your Customers
- Incentive Programs

Incentive Programs

- Set a Budget, Based on Planned Savings
- Set Criteria, Based on Behavior Beyond Expected
- Evaluate Standing on a Monthly Basis, Pay Quarterly
- Begin Each Time Period With a Standard Number of Points for Every Driver and Based on Criteria, They Keep or Lose Them
- Consider Establishing Teams as Well as Individual Programs
- Post Monthly Results in Driver Room etc

Thank You For Your Time