



# HIGH PERFORMANCE RETENTION

*"Little Things Make A Difference"*

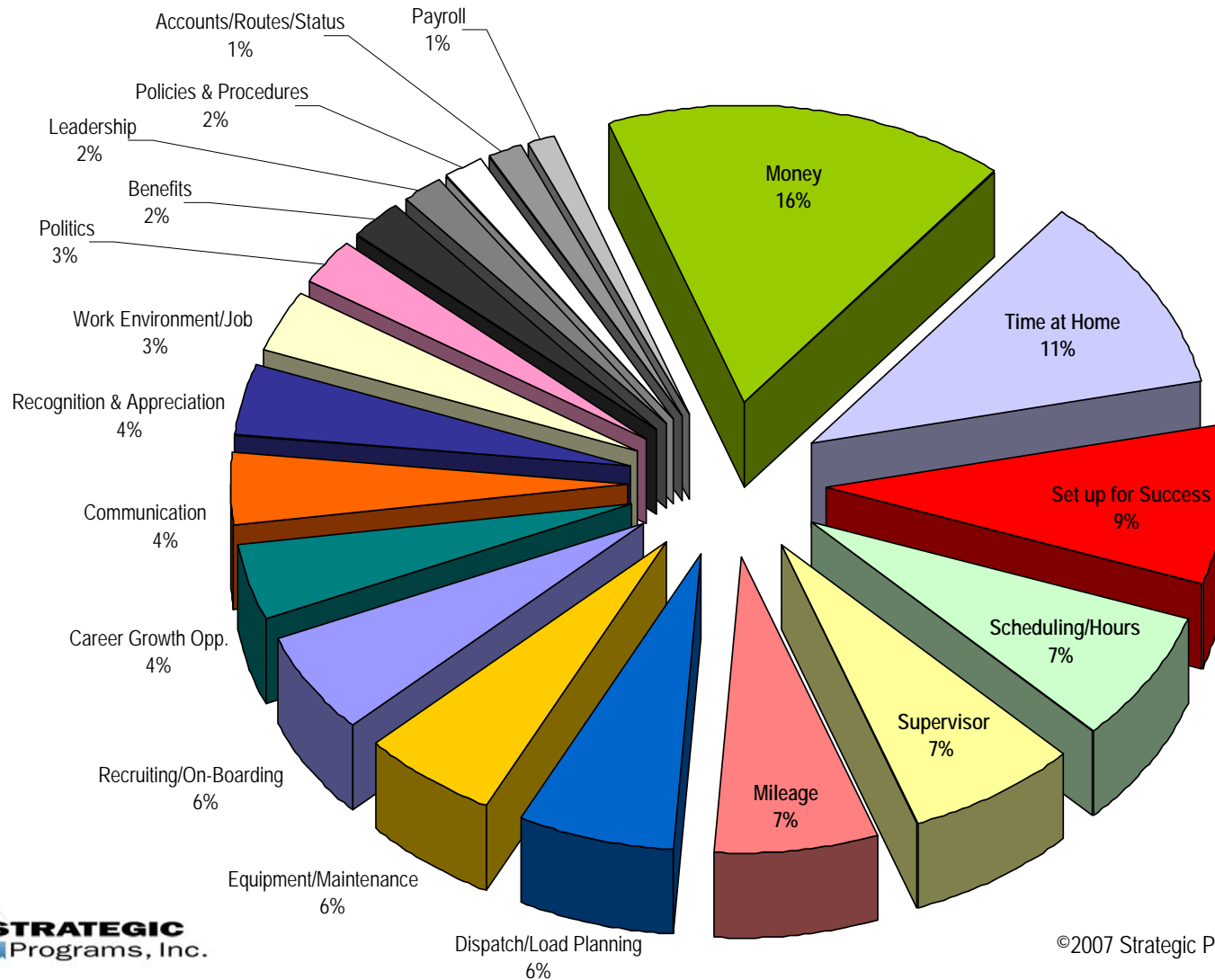
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# Background

- Demand will continue to increase – Next 10 years
- Increase will create shortage of 111,000 truck drivers by 2014
- Turnover is currently 117 % - Improvement of 13 % observed (*first decline since 2001*)

# Trucking Industry Reasons for Leaving

Normative Data Base: 22,000 Truck Drivers



# Jet Express Strategies to Retain Drivers

- Safety Award Luncheons
- Trailer Damage Award
- Driver Referral Bonus Award
- Mentor Program
- Dedicated or Assigned Lanes
- 24 Hour Dispatch
- 24 Hour Response Policy

# Jet Express Strategies (Cont'd)

- Driver Appreciation Days
- Equipment Wash Program
- Company/Family Picnics at Terminal Locations
- Service Awards
- Orientation: One-on-One
- Discount Fuel Program
- Remote Radio/TV Coverage Available

# Jet Express Strategies (Cont'd)

- Assigned Tractors
- Weekly Settlements w/Owner-Operators
- Open-Door Policy
- Monetary Award – Zero Defects on DOT Inspections
- Spend Time with Drivers
- Fuel-up at Company Terminal Locations

# Other Driver Retention Tips

- Interview Each New Driver Individually
- Maintain Up-To-Date Files on Each Driver
- Talk with Each Driver Personally Every Day
- Require High Performance/Behavior Standards
- Correct & Coach Drivers
- Assess Information Collected
- Respond to Driver Scheduling & Load Assignment Needs

# Other Driver Retention Tips (Cont'd)

- Respond to Driver Requests
  - *Quickly*
  - *Honestly*
  - *Fairly*
- Explain Company Policy & Expectations
- Respond...Respond...Respond!
  - *Content*
  - *Emotional Meaning and Feelings*



# Finding Other Sources of Drivers

- US Department of Labor
  - *Employment and Training Administration*
  - *Veterans Employment & Training Service*
  - *"One Stop" Employment Centers*
  - *Workforce Investment Boards*
- AARP
- Foreign Drivers

Questions??