HIGH PERFORMANCE
RETENTION

“Little Things Make A Difference”

Kevin Burch
President, Jet Express, Inc.
Dayton, Ohio
April 26, 2007
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

- Money: 16%
- Time at Home: 11%
- Set up for Success: 9%
- Scheduling/Hours: 7%
- Supervisor: 7%
- Mileage: 7%
- Equipment/Maintenance: 6%
- Dispatch/Load Planning: 6%
- Career Growth Opp.: 4%
- Recognition & Appreciation: 4%
- Communication: 4%
- Work Environment/Job: 3%
- Politics: 3%
- Leadership: 2%
- Policies & Procedures: 2%
- Payroll: 1%
- Accounts/Routes/Status: 1%
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??