

BETWEEN THE LINES

KELLY ANDERSON GROUP - MONTHLY NEWSLETTER



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RETENTION BEGINS BEFORE YOU HIRE!

Starting a new job is like your first day at a new school. Your onboarding process can make a lasting impression on your new drivers. However, it's how you treat them initially that will help them realize they made the right decision. Companies can do so many things at zero to little cost to make their employees feel welcome and appreciated.

- Create a welcome sign on the front door welcoming the new employee to the company.
- Send out a company-wide email notifying employees "Jane Doe" is starting that day.
- Buy them a cup of coffee! Sit down with the driver and get to know them! Ask them about their family or their pets!
- While giving them a tour of the facility, be sure to introduce them to all the departments.

When a new driver feels welcome and part of the team, they're more apt to be confident in their new position.



"Our greatest satisfaction is when we have forwarded a driver issue to a company then when we speak to them again and they can't wait to tell us how fast their company reached out to them to resolve the issue. That person did not quit and they have gained a new respect for their company."

- Cindy O'Neill
Retention Manager



RETENTION, IT'S EASIER THAN YOU THINK!

According to a recent survey of 24,000 drivers, more than 30% of drivers quit within the first three months. Additionally, approximately 50% leave within the first six months.

These are alarming numbers, which only highlight the importance of driver retention and driver satisfaction. We highlight the two biggest reasons for a high driver turnover rate and list some proven ideas and strategies that you can use to improve the driver retention rate in your company.

Different fleets may experience different specific problems that could lead to a high driver turnover rate. However, despite the specific issues, there are two common reasons why drivers leave so quickly after joining a company:



Reason #1: The first reason new drivers leave in their first few months of starting, is that they often get disappointed. Most of them realize that the job, or the company's environment, isn't what they were told during the hiring process or not what they expected.

Reason #2: The second biggest reason why so many new drivers leave in the first three to six months of starting their jobs is they don't get along with their fleet managers and or dispatchers.

Quiz: Who invented the first tractor-trailer?





This can normally be handled by contacting the drivers 3 to 4 times in their first 90 days of employment. We have found the following schedule to work very well. 14, 30, 60, and 90 days.

Once the issue has been addressed and resolved, follow up with the driver to ensure they're happy with the results.

Once again, don't overthink the retention process; listen, address, resolve, and follow up. Happy drivers are less likely to leave!

Team Member Spotlight



Name: Cindy O'Neill

Position: Retention Manager

Length at company: 4 Years

Quote: "I am proud to bring over 30 years of experience in the trucking industry to the Impact Retention team."



Quiz Answer: A German blacksmith by the name of Charles Freuhauf created the first tractor-trailer in 1912 to transport a boat.