



Undercover Consulting

Many companies engage Kelly in this service to address the following issues:

- Recruiting Department Productivity, Staffing, Structure, Policies and Procedures
- Company Driver Recruiting
- Owner Operator Recruiting
- Lowering the Turnover Rate
- Large Number of Unseated Trucks
- Desire to Grow Fleet
- Provide Un-Biased Professional Evaluation of the Entire On-Boarding Process

Kelly has helped numerous companies improve their operational numbers related to Recruiting, Retention, On-Boarding, and Fleet Management. As part of this process, he identifies issues throughout the on-boarding process. Many times, he identifies issues the fleet didn't know they had, correct perceptions of issues they thought they had, validate processes they are doing well, and make operational efficiency recommendations for improving productivity and profitability.

Due to his unique qualifications, Kelly is able to offer the most comprehensive on-boarding evaluation available. It has the distinction of Kelly getting hired and attending the entire orientation process "undercover" as a driver. He knows of no other transportation consultant who can combine his level of expertise with the required certifications and ability to get hired as a driver.

Kelly evaluates and completes the following items as part of this service:

- Mock Call Recruiter Impersonating an Applicant (evaluate recruiting effort)
- Evaluate Recruiting Materials
- Submit Internet Application
- Evaluate Response to Internet Application
- Get Hired by Recruiter
- Attend Orientation (undercover) as a Driver
- Evaluate Orientation Curriculum and Schedule

This service has proven very effective for his clients. They benefit from Kelly having gone through the entire hiring and orientation process as a driver. This perspective enables him to identify first-hand the strengths and weaknesses of the current process.

Once he completes the items listed above, he provides a written report outlining his findings with recommendations for improvement.

Most of Kelly's clients have him go right into 2 days of recruiting department consulting and training following this event, as well.