

# DriverReach Case Study:

# Nussbaum Transportation and DriverReach: A Partnership Driving Success

## QUICK FACTS

- Hudson, IL
- 540 Trucks
- Looking to upgrade from their custom-built applicant tracking system
- Achieved greater efficiency and reduced hiring costs

## INTRO & CHALLENGE

Nussbaum Transportation provides truckload services, dedicated contract carriage, and innovative solutions throughout the United States. Founded by Alden Nussbaum with a single truck in 1945, Nussbaum Transportation has evolved through numerous market changes.

Today, Brent Nussbaum leads the company with the same focus on customized solutions and personal service that his father instilled from the start. Industry insight, innovation, and integrity have streamlined them for success. Senior Recruiter Caleb Gee provides the backstory on why Nussbaum selected DriverReach and the benefits they've experienced.

Nussbaum initially benefited from a custom-built applicant tracking system developed by its IT department, which was cutting-edge at the time. However, as the company expanded, the system's deficits, especially in terms of communication capabilities, automation, and flexibility, became apparent. The absence of built-in communication tools slowed the recruitment cycle. It hindered direct interactions with prospects, highlighting the crucial role of rapid and effective communication to avoid losing candidates to other carriers.

Understanding the necessity for a modern, feature-rich solution capable of scaling with its growth, Nussbaum set out to evaluate a suitable replacement for their current solution.

## THE SOLUTION

After evaluating several solutions in the market, Caleb and his team ultimately selected DriverReach. DriverReach offered Nussbaum a comprehensive solution that streamlined its recruitment process from application to orientation. Integrating with other complimentary platforms and its modern, user-friendly interface allowed Nussbaum's recruiting team to automate and optimize their workflows. Advanced communication tools like bulk texting and autoresponders significantly improved communication with candidates, making the rec process faster and more efficient.

## THE IMPACT

The partnership with DriverReach has been transformative for Nussbaum. Key benefits include greater efficiency in processing leads, improved communication with candidates, and a reduction in manual workarounds. The built-in communication tools have contributed to higher engagement and retention of potential hires. **The recruiting team can now handle leads more effectively, improving the time-to-hire ratio and enabling the company to grow its fleet with qualified drivers.**

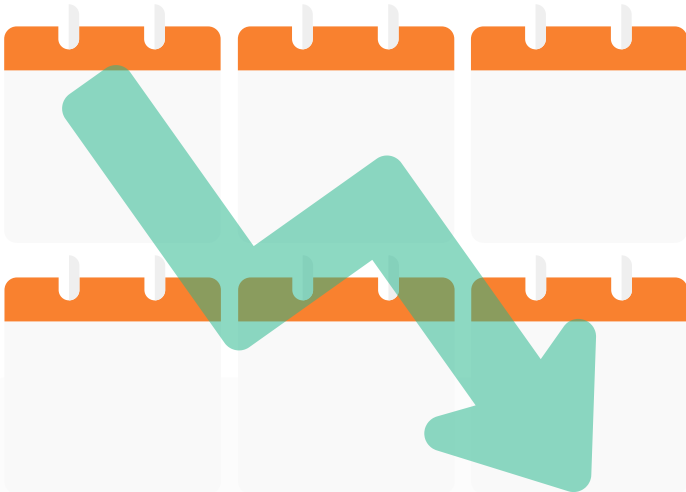
**Moreover, the emphasis on compliance and safety facilitated by DriverReach's features aligned perfectly with Nussbaum's values.** DriverReach's Driver Qualification(DQ) File Checklist feature provides a digital record of all driver qualification files. By digitizing their paper-based records, they have greater visibility into expiration dates, requirement breakdowns, and user-friendly guidance.

**“The biggest impact is the opportunity cost for us. With built-in communication tools, like bulk-texting, we can talk to more people and we can get through leads faster.”**

— Caleb Gee,  
Senior Recruiter  
Nussbaum Trucking

## ROI/COST SAVINGS

In a tough freight market, many carriers sharpen their pencils and find ways to cut costs. With DriverReach, Nussbaum was able to reduce advertising expenses to zero while maintaining a stable number of drivers. With their typical recruiting cost per hire averaging \$3600 when ads are utilized, Nussbaum's current cost is zero, reflecting hundreds of thousands of dollars in savings.



## \$0 AD SPEND IN 6 MONTHS

“Despite the unpredictable nature of the freight market, we've had the good fortune of maintaining consistent work for our drivers, leading to a lot of inbound interest from drivers looking for more stability. When our CFO approached us and asked if we could operate with zero ad budget, we were naturally very apprehensive. **After six months, we progressively reduced our ad spend to zero**, but remarkably, we've sustained our driver levels, thanks in large part to leveraging DriverReach's capabilities.”

— Caleb Gee,  
Senior Recruiter  
Nussbaum Transportation

## VOE+ Advantage

DriverReach's VOE+ feature provides a comprehensive database of previous employment records, which saves a lot of time by automating the VOE request fulfillment process. Caleb and his team have also found the VOE+ feature to be a great recruiting tool as well.

“If we see a VOE request come in from a driver who used to work for us, we review their history and assess whether they are worth rehiring. If they left on good terms and we want them back, boom! That's a **hotter-than-hot** lead we already know will be a good fit.”

## CONCLUSION

The collaboration between Nussbaum and DriverReach perfectly blends traditional values with innovative technology. Facing the dual challenges of an outdated applicant tracking system and the evolving needs of the trucking industry, Nussbaum found in DriverReach a modern solution that aligned with its goals for growth and increased efficiency. This partnership led to significantly lower advertising expenses and enhanced Nussbaum's competitive edge—showing that the correct technological ally can help even long-standing businesses turn obstacles into avenues for expansion and financial efficiency.

## ABOUT DRIVERREACH

DriverReach streamlines recruitment and compliance, offering carriers a robust solution to enhance hiring efficiency. Our platform combines a user-friendly DOT application, advanced Applicant Tracking System, and easy communication tools to simplify recruitment and build stronger fleets.

Key to our offering is the DQ File Checklist, ensuring driver qualification files are digital, complete, and compliant, seamlessly integrating compliance management into the recruitment process.

Interested in elevating your recruitment and compliance strategies? [Schedule a live demo today](#) to see the platform in action.