





THE R.E. GARRISON PLAYBOOK


How REG Cut Costs & Doubled Hiring

R.E. Garrison continues to set the standard for recruiting excellence, proving that with the right tools and mindset, any company can **become a destination employer**.


ABOUT R.E. GARRISON


 **Founded:** 1959, headquartered in Cullman, AL


 **Fleet:** 800+ CDL drivers, 200+ non-driving employees


 **Reputation:** Known for strong driver relationships, safety, and innovative recruiting


RESULTS AT-A-GLANCE

 100% increase in hiring within 3 months

 50% reduction in marketing spend

 Recruiting team efficiency improved significantly

 Secured driver data & eliminated competitive leaks

 Established R.E. Garrison as a destination employer

*"Retention begins **the day a driver is hired**, not when they're thinking of leaving."*

TRACY RUSHING, CDS

Executive Director of
Safety & Recruiting



Breaking Down the Recruiting Bottleneck


Despite a strong reputation and a steady flow of applicants, REG had a fragmented process:


- One person managed recruiting and advertising.
- Another sifted through applications, chasing drivers to complete them.
- Someone else processed background checks and past employment verifications.


The result? Missed opportunities, wasted time, and unnecessary costs.

To grow and maintain the quality of service customers expect from REG, leadership began assessing vendors and improving processes to find and hire more qualified drivers—and do so quickly.

How R.E. Garrison Created a Destination Employer Culture

 **Retention Programs:** Personalized onboarding and long-term driver support.

 **Proactive Compliance:** DriverReach's Samba integration ensures continuous monitoring, keeping drivers compliant without extra burden.

 **Driver Engagement:** The DQ Checklist keeps recruiters and drivers aligned, eliminating manual tracking and reducing compliance headaches.

The DriverReach **Solution**: Scaling Hiring While Cutting Costs

1. Centralized Recruiting & Compliance

Before DriverReach: Recruiters juggled multiple systems, losing visibility into the hiring process.

After DriverReach: One single platform for lead management, DQ files, and compliance. Saved Views allowed recruiters to track every applicant in real time.

2. Cost-Per-Hire Slashed & Conversions Increased

Before DriverReach: Money wasted on inefficient ad spend.

After DriverReach: Ad dollars reallocated to high-performing channels, doubling driver hires with half the budget.

3. Data Security & Competitive Protection

Before DriverReach: REG's previous ATS shared leads to competitors.

After DriverReach: REG took back control, keeping their hiring strategy private and protected.

4. From Transactional Hiring to Relationship-Driven Recruiting

Before DriverReach: Recruiters raced to fill seats.

After DriverReach: Driver-first approach to focus on improving retention and making drivers feel valued from day one.

Key Stats & Impact



Hiring Surge:

- September: 42 hires
- October: 64 hires (+52%)
- November: 101 hires (record-breaking month!)

Cost Savings:

- Annual marketing spend cut in half—from \$1M to \$500K—while keeping a driver waitlist.

Administrative Efficiency:

- 100% increase in hiring rates.
- Significantly reduced administrative workload, thanks to **integrated background checks & compliance monitoring**.
- Stronger driver relationships led to **higher retention**.

Paper Airplane: Eliminating Application Delays

Recruiters no longer spend hours chasing drivers for corrections. With Paper Airplane, they can update, correct, or add missing information before sending applications back for driver review.

- ✈ Ensures applications are complete the first time.
- ✈ Streamlines recruiter-driver collaboration.
- ✈ Reduces errors and manual rework.

"We call it 'Paper Airplane' because it's as easy as tossing a note across the classroom—bringing speed and simplicity to recruiting."

DQ Checklist: Keeping Compliance on Track

Before DriverReach, compliance tracking meant spreadsheets and constant follow-ups. Now, the DQ Checklist provides a real-time view of each driver's qualification status, ensuring:

- ✓ Automated tracking of missing and completed items.
- ✓ No manual compliance headaches.
- ✓ Faster, audit-ready hiring.

The Takeaway: Speed, Simplicity, & Smarter Recruiting

By integrating Paper Airplane & the DQ Checklist, R.E. Garrison's recruiters saved hours every week, eliminated miscommunication, and moved drivers through the hiring process faster than ever—without cutting corners.

- 📍 More hires.
- 📍 Less manual work.
- 📍 Stronger compliance.
- 📍 A driver-first recruiting strategy that works.

Want to replicate R.E. Garrison's success? 🚀

Schedule a demo with DriverReach today and discover how we can help you cut costs, streamline recruiting, and create a driver-first culture.

[Book a time now](#), or reach out to sales@driverreach.com.

