DriverReach Case Study:

Beyond Limits: Apex Transit's Transformation through DriverReach

QUICK FACTS

- Charlotte, North Carolina
- 70 trucks
- Looking to switch to new CRM/ATS
- Experienced immediate improvements in efficiency and churn reduction

INTRO

Apex Transit is first and foremost a story about labor, love, and dedication. It all started in 2012 when Stan and Marina Ivanov, and Stan's brother Serge Ivanov, decided to put all their money into the purchase of a single truck and kickstart, what Marina calls, "The plan A-Z." Trucking is already a risky business, but starting a company on the tail of a recession was the kind of move few would think to make when starting a new venture. But with the brothers' family history of trucking, and stalwart determination, this budding entrepreneurial trio knew they had a fighting chance to make a name for themselves.

What transpired over the course of a few years is the story of many new trucking companies. The pressure to grow and take on bigger, more secure business was immense, with credit lines stretched thin and time at a premium. Marina was always an integral part of the back-end, and she officially became the Operations Manager in 2015 as the budding company began to experience growing pains. One truck became three, internal staffing grew, and drivers cycled in and out at the height of the driver shortage.

The sheer time it took to process applications while balancing safety, compliance, maintenance, payroll, and a host of other responsibilities was taking a toll. Apex Transit, ever trying to optimize its operations, took on external contractors and a clunky applicant tracking system to alleviate the burden. But it seemed to only weigh down progress and create headaches for an already over-taxed team

TIME FOR A CHANGE

Marina knew that the old and outdated system would not cut it if Apex wanted to take the necessary steps to grow. As she was training a driver to become a recruiter, she realized that teaching someone how to use the archaic system was futile. Even if she could explain its quirks and shortcomings, it would still require a lot of hands-on training and oversight.

That's when Marina decided that Apex needed to adopt a newer, user-friendly, more efficient system. She was confident that this was the right move for the company, as it would allow them to streamline their processes and better compete with their competitors for drivers. Marina understood that investing in a new system would require a financial commitment, but she was confident that it was a necessary move if they wanted to stay ahead in the industry.

"Training someone else on our other ATS system was just not feasible for me. I didn't have the time or understanding to teach it. So, I switched to DriverReach, and that's where I could see the process can be completely hands-off. No more wondering how to do this or that; it was just running itself."

—Marina Ivanov,
Operations Manager,
Apex Transit

THE CHALLENGE

Marina was first introduced to DriverReach through an industry friend in 2019. Being a part of a tightly-knit community where word-of-mouth recommendations carry a lot of weight, she decided to give it a try. Marina saw this as an opportunity to test the platform from a driver's perspective. She filled in the mobile application and observed how the application process worked from the outside in.

On the system's backend, Marina could see that the platform was designed with simplicity and user-friendliness in mind. The process of guiding an application through and corresponding with prospective drivers was straightforward and intuitive, making it easy to navigate. This user-friendliness was a significant selling point for her.

Moreover, the platform was flexible enough to be tweaked to meet Marina and her team's specific needs, which was an added bonus. But what really stood out to Marina were the eDocs and compliance management capabilities available at her fingertips. These features were crucial for managing the compliance requirements of her growing team, and the platform's ability to simplify and streamline the process was a real game-changer.

WELCOME TO DRIVERREACH

As a newer company, Apex knew that hiring safe and qualified drivers was more important than hiring them quickly. These challenges existed simultaneously, and Marina was acutely aware that even a small mistake in the hiring process could have significant financial consequences. Everyone talks about nuclear verdicts, but countless fines and penalties are associated with poor hiring decisions, from accident fallout to high CSA scores that could affect current or future business. It was imperative that this new system allow for growth, add visibility into compliance, and work seamlessly with the team from the get-go.

Transitioning from their previous ATS was simple, which made integrating DriverReach into Apex's processes a breeze. Apex became a DriverReach customer in late 2019—just in time for the world to turn upside down because of the COVID-19 pandemic. But because of the easy onboarding and adaptability of DriverReach (and some great customer support) Apex was able to not only weather the unpredictable storm of Covid-19 but actually thrive.

Since joining DriverReach in 2019, Apex has experienced remarkable growth, expanding 133%, and reducing driver turnover by 70%

60%

40%

18%

2019

2020

2023
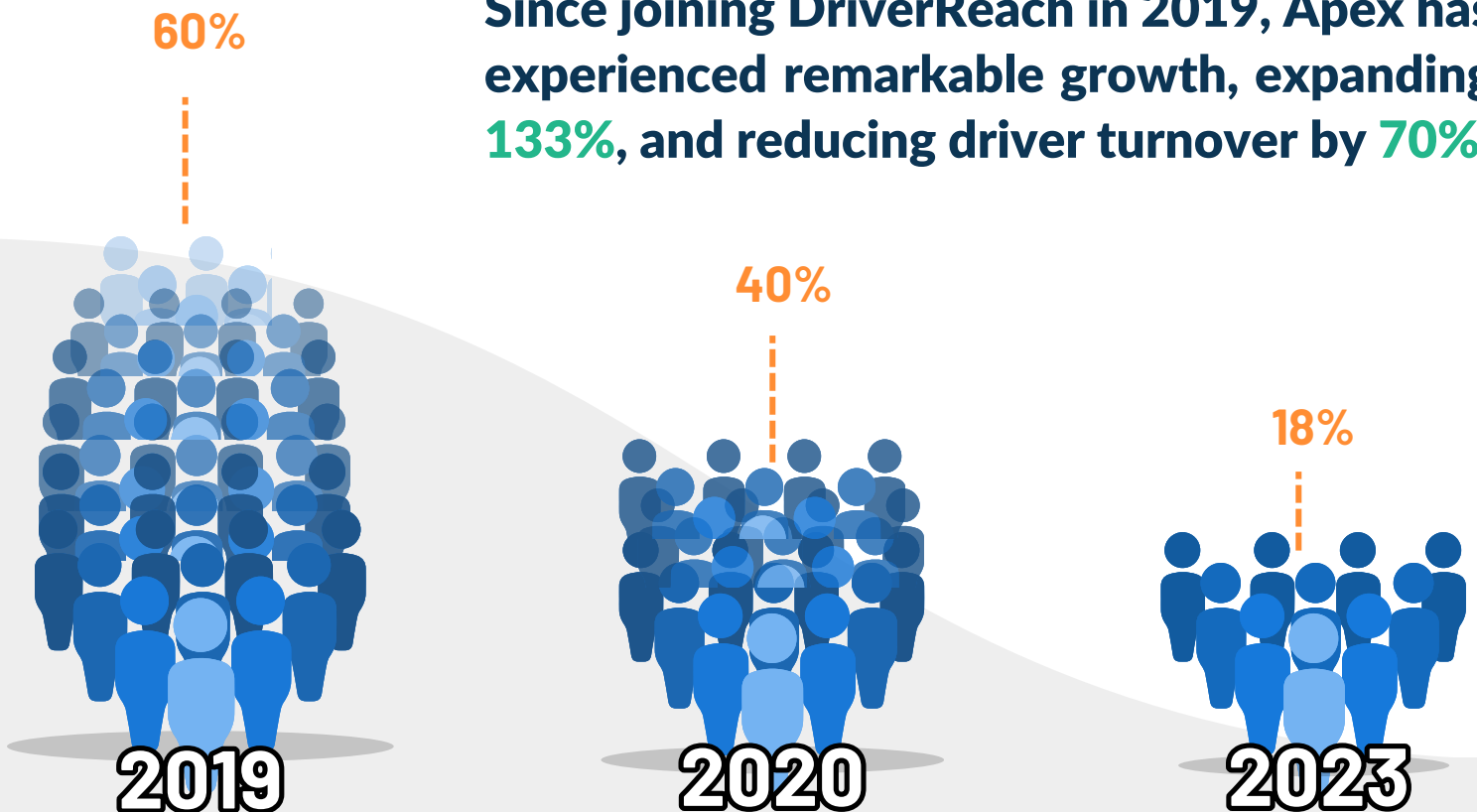
"Small companies don't have the luxury of allowing for errors, especially in today's economic climate. The time savings alone is immensely valuable. Focusing on business development becomes a reality when you're not bogged down by manual paperwork and administrative burdens. DriverReach has been instrumental in our journey; it's not just a tool, but a strategic partner in our growth story."

BENEFITS AT A GLANCE

UP-FRONT EXPIRATION MANAGEMENT

DriverReach helps Apex take a proactive approach to compliance by placing critical driver documentation expiration dates at the forefront of Apex's operations, ensuring important deadlines are never missed. DriverReach's automation capabilities, especially the dynamic Driver Qualification (DQ) file checklist, add an extra layer of security, enhancing safety measures and shielding Apex from potential risks associated with non-compliance.

STREAMLINED DOCUMENTATION

Apex experienced an immediate improvement in efficiency by using DriverReach's eDocs feature to handle important training documents and files. This feature helped the growing operations team to work transparently and stay informed, contributing to the company's safety initiatives, and accelerated drover onboarding. The eDocs feature made it easy to manage documents and became a valuable asset in enhancing training processes and maintaining compliance standards.

A TRUSTED TECH PARTNER

Thanks to DriverReach, Apex Transit was able to save a lot of time by ditching the manual paperwork and administrative tasks and focusing on strategic business development. DriverReach became a strategic partner in Apex Transit's growth story, not just a tool.

ABOUT DRIVERREACH

DriverReach is the premier recruitment and compliance management solution trusted by top carriers to revolutionize their driver recruitment processes and enhance their speed-to-hire. Our innovative, mobile-friendly DOT application seamlessly integrates with a comprehensive ATS (Applicant Tracking System), complete with email and text capabilities, simplifying driver qualification and recruitment.

At the crossroads of compliance and recruiting, our mission is to reshape the landscape of driver recruitment and compliance, enabling companies to attract, onboard, and retain highly qualified drivers with unprecedented efficiency. Book a demo today and transform your recruiting processes today with DriverReach.

Schedule a live demo today to see the platform in action.