



YOUR CDL DRIVER RECRUITING AND RETENTION PLAYBOOK

5 Steps to Success

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Over the past few years, the world of CDL driver recruiting and retention has become increasingly complex and involved. While technology continues to push the industry forward, increased competition and heightened driver expectations continue to cause challenges for recruiters. In fact, building a long-term, scalable strategy for success can often seem out of reach for some.

If you've found yourself overwhelmed at the state of modern CDL driver recruiting, don't worry! This ebook is here to share that, despite what you may have heard, developing a solid driver recruiting and retention strategy doesn't have to be hard or complex. By breaking the driver recruiting process into clearly defined steps, and then by tackling each of those steps in due course, you can stay on track with your recruiting and retention goals.

In this ebook, you will learn five easy steps for developing a successful CDL driver recruiting and retention strategy.



Step 1: Build Your Brand Story

Before you even start to develop any driver-facing recruiting strategy, you must understand your own internal story. Modern CDL drivers are looking to align themselves with transparent, truthful organizations that share their values. By clearly defining your brand message, your team can find the right drivers to fit with your organization.

HERE ARE A FEW QUESTIONS TO ASK DURING THIS PROCESS:

- Who are we as an organization?
- What are our strengths? What are our weaknesses?
- What separates our organization from the competition?
- What is our culture like? What about our company atmosphere?

One big part of building and deciding on a brand story is then having the ability to share this story with the people who need to see it. It's one thing to determine you are a driver-focused, efficient and innovative organization, but it's another thing altogether to effectively share this information with prospective drivers.

Once you have finally homed in on what your brand means, make sure you're updating the right content. This means updating (or creating from scratch) your modern web presence and sites. Make sure all of your content is easily accessible from mobile devices and set up social media accounts if you haven't already.

Many modern CDL recruiting teams also rely heavily on lead gen job boards and other related forums. Make sure your new brand story is consistent across all of these platforms to ensure a single brand identity within the industry. You want every driver to see the same thing no matter where they find your job posting.

Once you have your brand story in place – and your team is all on board with the identity of your organization – it's time to start working directly with your CDL driver applicants.

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Step 2: Optimize the Applicant Experience

If there is one thing modern CDL recruiters should commit to, it is to recruit with the driver applicant experience in mind. After all, like we often say at DriverReach, better recruiting starts with a better applicant experience. That's why it's critical to consider the experience from their perspective. Recruiters only have one chance to make a great first impression (which will be incredibly important down the road) and the applicant experience is key to establishing a long-term, mutually beneficial working relationship.

LET'S TAKE A QUICK LOOK AT WHAT GOES INTO OPTIMIZING THE APPLICANT EXPERIENCE:

1



RESEARCH

Like all job applicants, CDL drivers will do their research thoroughly before applying. Depending on where you are advertising your job, how easy it is for drivers to find your posting and apply? Minimize the clicks it takes for a driver to get to your application from your website to maximize applications.

2



APPLY

Mobile is a must! Make sure your application is fully accessible from a mobile device and that any forms that drivers need to fill out are easy to complete. Additionally, allow applicants to digitally sign their forms online instead of having to print/scan any documents.

3



NURTURE

Once a driver is in your 'funnel', it's up to your team to move them through the stages to close. This is called nurturing a lead. By using a combination of in-person engagement and automated communication, your drivers will feel the love throughout the entire application process.



Step 3: Bridge the Gap Between Human Interaction & Technology

Once a driver gets through the Application step and starts to head into the interviewing and vetting stages, the lines between technology and human interaction start to become more complex. While human recruiters are imperative for delivering key moments of engagement to drivers, technology is also a must to help optimize and accentuate this experience.

HERE IS HOW RECRUITERS THEMSELVES CAN BUILD A BETTER DRIVER EXPERIENCE:



Always answer the phone when driver applicants call. If they complete an application form, call them immediately to follow-up.



Be friendly and inviting during your discussions. Ask them plenty of questions that help you understand whether or not there's a fit. Focus on them, not on you. Try to establish a personal connection and be empathetic over the phone.



Try to share as much as you can about your established brand story without overwhelming the applicant.



If drivers reach out with questions or concerns throughout the application process, **always be on hand to help them as soon as possible.**



Be crystal clear about next steps and accountability with drivers. If you tell a driver you will reach out in two days – you better be calling him or her in two days.

Unfortunately, the average organization only hires less than 5% of all driver applicants. While some of the slough is due to drivers going dark or being underqualified, some of this can be attributed to drivers slipping through the cracks in the process or recruiters not following up fast enough. This is where technology comes into play.

Throughout all of the situations outlined above, CDL driver recruiters are constantly relying on organized driver data and technology to immediately identify if a driver is a potential fit. Speed-to-hire is critical in modern CDL driver recruiting, as every single driver applicant is valuable.

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Recruiting technology doesn't just send automated emails or track lead sources.

These platforms and solutions help recruiters perform better in their day-to-day operations, which means the drivers themselves reap the benefits of a more streamlined, accurate, and timely recruiting experience.

HERE ARE A FEW KEY TECHNOLOGY PLATFORMS ALL CDL DRIVER RECRUITING TEAMS SHOULD BE USING:

A Candidate Relationship Management (CRM) platform:

A traditional sales tool, CRM platforms are great for tracking driver leads throughout the application process (much like a salesperson would track a lead towards a sale). CRM platforms can help increase your connections with new drivers and lead to higher conversion rates from applications to new drivers. Recruiters work hard to get new leads into their systems, and even if a lead goes dark you can still visualize and manage next steps in your CRM platform.

An Applicant Tracking System (ATS): An ATS is a key resource for any recruiter looking to efficiently and effectively manage applicants throughout the application, qualification, and hiring process. The best part of an ATS is that it is built specifically for HR needs, so your team can build the driver's qualification file along the way, making it easier to know exactly where a specific driver applicant is in the process.

An automated communication solution: Depending on where a driver is in the application process, additional

communications or engagement may be required. This is where an automated communication tool can come into play. Think about sending a monthly newsletter or casual check-in email – without any manual effort or list build. Just set your filters, choose an email template, and send.

A modern verification of employment (VOE) system:

Verification of Employment is critical in the world of CDL driver recruiting, and it is a stage of the application process that is notorious for lengthy turnaround times. A modern VOE platform takes the waiting out of employment verification by providing VOE records in minutes, not weeks.

A detailed reporting solution: Every recruiter, regardless of industry, must rely on metrics and data to make informed decisions. One of your must-have technological solutions should be a detailed reporting feature to track where leads are coming from, how your landing pages are performing, and many other important metrics that can drive better decision making.

Step 4: Engage and Retain Drivers

It is often said that your current drivers are your best recruiting evangelists, and that has never been truer. It's hard enough as it is to recruit drivers, and if your current drivers are happy and believe in your company then you have a great opportunity to leverage that.

That being said, establishing this kind of long-term relationship with drivers starts with consistent communication and engagement. Your drivers are on the road, often isolated for long periods of time. It can be challenging for them to feel connected to the organization.

This doesn't mean, however, that company culture has to go out the window. Set up social media channels for drivers to share updates and connect with each other. Host virtual company meetings via video chat to get to know people on a personal level.

However you engage drivers, make sure you're going back to your original brand story to make sure these people are feeling the same love and attention you first showed them as applicants so long ago. It should be the same story, just different parts.

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Step 5: Establish a Full Circle Feedback & Referral Loop to Improve Driver Retention

One of the biggest benefits of retaining drivers over the long-term is the ability to collect feedback and referrals. Asking for current driver feedback is one of the most important strategic decisions organizations can make for a few different reasons.

ASKING FOR DRIVER FEEDBACK:

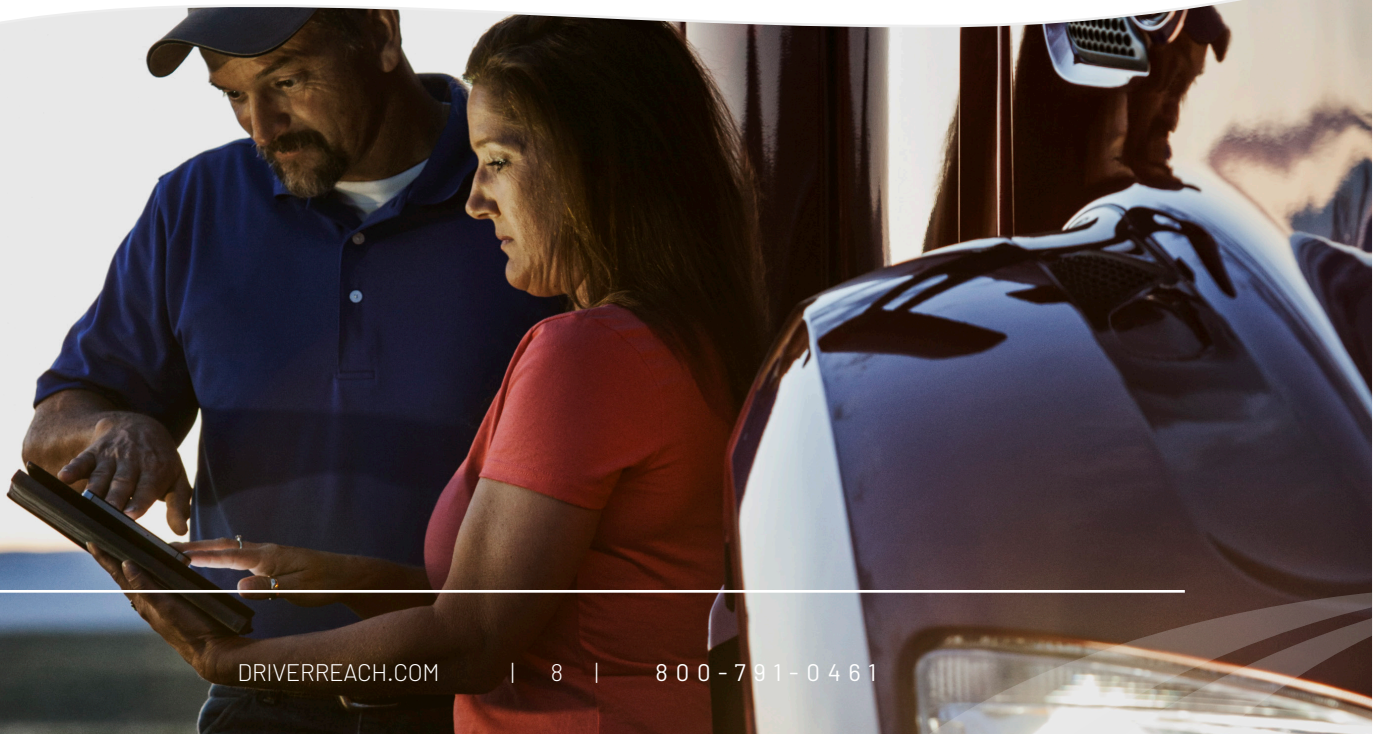
- Shows that you value your drivers' opinions and thoughts for how to improve operations.
- Can uncover new ideas or areas of improvement that your corporate team hadn't thought of.
- Prompts actual change within an organization, as your team should make sure to actually implement some of the ideas your drivers recommend.



One of the biggest benefits of retaining drivers over the long-term is the ability to collect feedback and referrals.

In addition, collecting and analyzing driver feedback can also help your recruiting team identify whether or not your current drivers are ready and willing to start providing new driver referrals. Word-of-mouth recruiting is incredibly popular in the CDL driver recruiting world, and for good reason. The competition is so fierce, and there are so many options for driver applicants, that sometimes new drivers need the recommendation from a peer to narrow down their options.

Additionally, having a driver recommend your organization as a place to work is a huge 'gold star' for your company, as it shows that your drivers actually believe in your brand, your culture, and your operation. This is a huge win for your team and is well deserved – especially if you've done the work to put driver needs first throughout the entire application and recruiting process.





Turn Your CDL Driver Recruiting Goals into ACTION with DriverReach

If your CDL driver recruiting strategy is getting out of control – don't worry! There are easier ways to succeed at driver recruiting, and the first step is to take a step back. Assess your current processes and workflows and identify areas where the driver isn't at the center of the process. Then, working your way through the steps outlined above, your team can get on track for a modern, streamlined CDL driver recruiting strategy.

Whether you're looking for a consultant to help walk you through developing your brand story or a full-service ATS solution with multiple additional platform add-ons, DriverReach is here for you. As the leader in modern CDL driver recruiting solutions with significant depth and experience in driver recruiting, DriverReach understands how quickly the industry has changed. Our team of experts are on hand to help you navigate the ever-changing driver recruiting landscape.



About DriverReach

DriverReach is a mobile-enabled recruiting and compliance management system for CDL drivers that helps companies Hire. Better. Faster. DriverReach's technology streamlines the application experience for both driver prospects and recruiters. Verification of employment is completed digitally and automatically. Companies trust DriverReach to help them hire drivers in days, not weeks.

For more information, visit
www.DriverReach.com

 **DriverReach**
Hire • Better • Faster