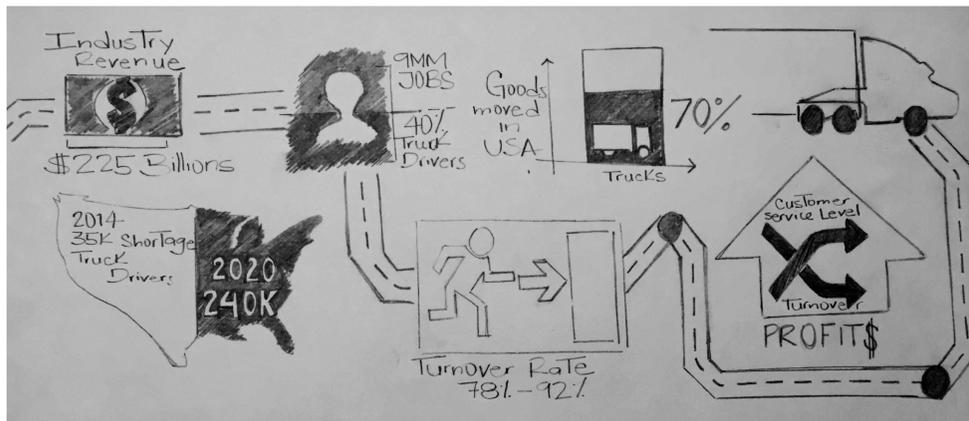


# Truck Drivers Retention Strategies

## Motivation / Background

The quality of service provided by the trucking industry relies greatly on drivers' performance. Drivers turnover rate affects service level and reduces profits. Here some facts:



## Key Question / Hypothesis

What Retention Strategies could *Delivered For You (D4U)* implement to address the causes of driver turnover in the trucking industry?

How can the strategy be designed to improve driver quality of life, promote driver retention, reduce replacement costs, and improve customer service?

## Relevant Literature

Harrison, H., & Pierce, J. (2009). Examining Driver Turnover and Retention in the Trucking Industry. Retrieved from the Memphis University website.

Williams, A., & George, B. (2013). Truck Drivers-The Under-Respected Link in the Supply Chain: A Quasi-Ethnographic Perspective Using Qualitative Appreciative Inquiry. Retrieved from Operations and Supply Chain Management Journal.

Kruger, G. (2010). Research on the Health and Wellness of Commercial Truck and Bus Drivers. Transportation Research Board of the National Academies (TRB). Baltimore. Retrieved from the TRB web page.



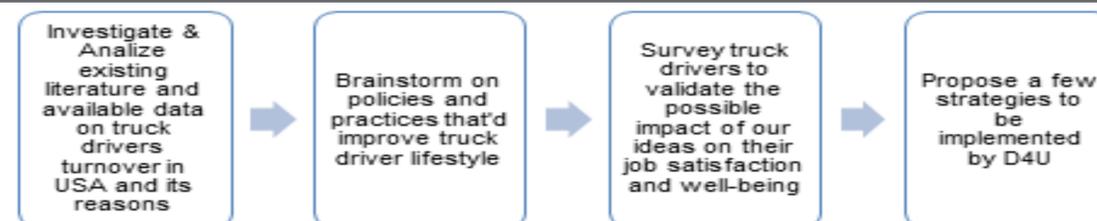
## The Problem

D4U is a trucking company registered in FL, USA since July 2014. Aware of truck drivers' lifestyle in USA, D4U is seeking to reduce turnover rate, achieve trusting relationships with drivers and be able to translate that into high customer service level and cost efficiencies.

The preliminary findings of this research are:

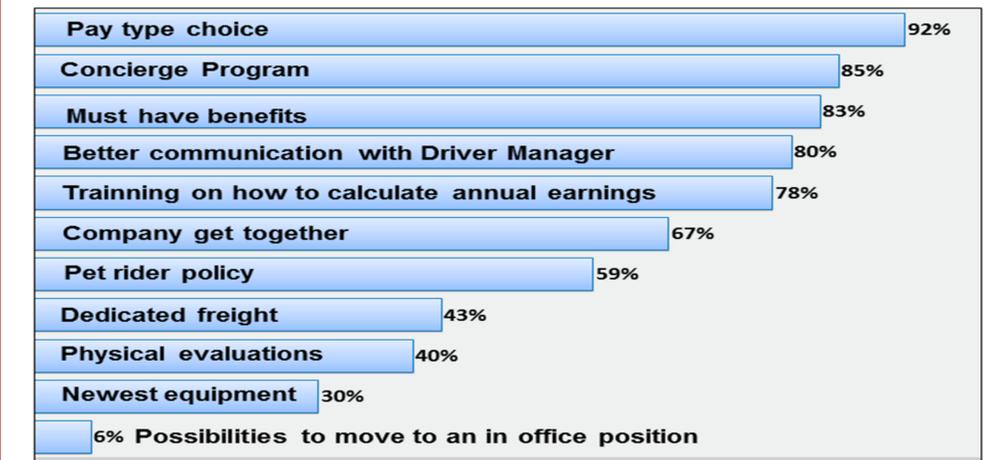
- Loneliness: Long time away from family due to distances driven
- Poor nutrition: 69% of obesity among drivers + Only 8% of drivers exercise
- Poor health: No time to attend a doctors appointment due to work schedules
- Safety: 17% of work related fatalities are within the trucking industry

## Methodology



## Initial Results

Would this increase your permanency as a truck driver?



## Expected Contribution

According to our survey's findings, we recommend that *D4U* put into practice the following Retention Strategies:

RETENTION STRATEGIES	
MUST HAVE BENEFITS	NICE TO HAVE BENEFITS
Medical Insurance	Promote and assure good communication between drivers and their manager
Efficiency Bonus	Train drivers so they can calculate their annual income correctly
401k Longevity Program	Create a Pet Rider Policy
Technological Resources	Organize company get together
	Provide complementary concierge services to your drivers

Once implemented by D4U, these strategies, are expected to improve truck driver's satisfaction regarding their job, reduce turnover rates among drivers and increase service level provided and profit margins.

Results after implementation and follow up of D4U initiative will be useful for the trucking industry.

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