

GROUPE ROBERT

VOTRE PARTENAIRE POUR LA CHAÎNE D'APPROVISIONNEMENT

TRANSPORT GÉNÉRAL ET SPÉCIALISÉ | CENTRES DE DISTRIBUTION | SOLUTIONS LOGISTIQUES



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FILIALES JACLIN | ROLLEX | SYCAMORE | WATSON

ROBERT.CA

Situation – A few numbers



Turnover ratios

	Général	
	Volontary	All
Transport	13.18%	24.92%
Global	16.88%	29.48%

2016 – 32 employees retired (biggest number in history)

23 000 resumes processed yearly

3500 drivers

7 % retention of candidates (criteria)

245 hires

Situation



Biggest Issues

- Maintain pipeline of strong candidates
- Length of the hiring process and of the OnBoarding

Best practices



- Partnership with the school board to rent classrooms to the professional driving school directly in our facility for a
 - First pick for new drivers
 - We know them, they know us
 - Well trained professionals
- Usage of Elearning to train and ramp up new employees (went from 32 hours to 16)
 - Less time / decentralized into locations

Best practices



Usage of Get2U

- <https://get2u.ca/g2u/>
- Mass texting with a personalized touch !
- Allow to contact our employees to ask for referrals (Bonus referral)
- Allows to touch base with outside candidates (23000 yearly !) and give out a referral bonus for specific positions (Drivers, Mechanics)
- Measure the Candidate-Experience for improvement opportunities

Best Practice



GET 2U
by E3 SOLUTIONS
WEB-MOBILE

- MESSAGES ▾
- CONTACTS ▾
- GROUPS ▾
- PROFILE ▾
- LANGUAGE ▾
- SIGN OUT

CONSOLE

Hi Jane Doe!
We have assembled some links to help you get started

View messages	Send a SMS
View absence messages	View keywords
List Contacts	Add Contact
List of the groups	Add a group
Profile	

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- LANGUAGE ▾
- SIGN OUT

SEND A SMS

Send a SMS

Receivers

Enter information on at least one of the three fields

Phonenumbers (separated by coma)	Groups	Contacts
Format : 15556668899 or 5556668899	Groups	John Doe

Message

This sentence is the message to send.

Message sending time range

Start time	End time	Timezone

Results



First time used

- 250 employees
- 5% responded back (Comments and referrals)
- All felt that we were writing only to them (Personnalized feeling)

Thinking of utilizing this for types of quick surveys