



# 2017 Recruiting and Retention

DRIVER HIRING AND  
RECRUITING CHANGES

# Change in philosophy

- ▶ Changed from re-active recruiting strategy to pro-active recruiting strategy.
- ▶ Increased methods to perform analytics to be able to determine what is working in the different recruiting areas.
- ▶ Redesigned onboarding and orientation to keep drivers more interactive during the period of acceptance to showing up for orientation.

# Re-active to Pro-active

- ▶ Switching to more localized recruiting instead of casting a big net over a larger area in order to use more focused advertising and maximize our budget
- ▶ Using more lead driven advertisement instead of just waiting to see what we get in
- ▶ Figuring out what methods work better in what area by combining advance analytical data to the recruiting channels.

# Analytics



- ▶ Obtained virtual numbers for advertising so we know where calls are coming in from. This will allow us to better use our advertising dollars to determine what is working and not working
- ▶ Obtained call tracking software to record all calls and get analytic data from callers. Also gives us the ability to get personal data from callers to follow up with them.

# Acquisition Overview ✓

All Users  
100.00% Sessions

+ Add Segment

Sep 12, 2017 - Sep 18, 2017

Primary Dimension:

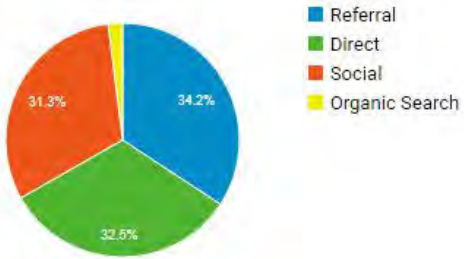
Conversion:

Top Channels

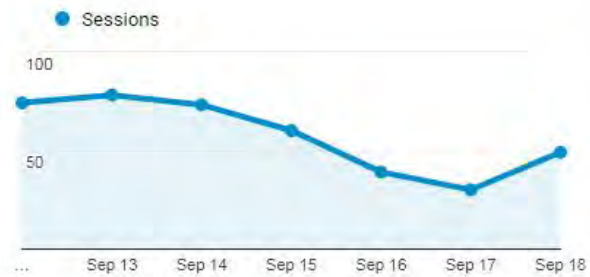
Goal 1: Drive4Classic Apply

Edit Channel Grouping

Top Channels



Sessions



Conversions



	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal 1 Conversion Rate	Goal 1 Completion	Goal 1 Value
	403	77.42%	312	56.33%	1.97	00:01:35	10.42%	42	\$42.00
1 Referral	138	<div style="width: 34.2%;"></div>		52.90%	<div style="width: 52.9%;"></div>		16.67%	<div style="width: 16.67%;"></div>	
2 Direct	131	<div style="width: 32.5%;"></div>		62.60%	<div style="width: 62.6%;"></div>		9.92%	<div style="width: 9.92%;"></div>	
3 Social	126	<div style="width: 31.3%;"></div>		55.56%	<div style="width: 55.56%;"></div>		3.97%	<div style="width: 3.97%;"></div>	
4 Organic Search	8	<div style="width: 2.0%;"></div>		25.00%	<div style="width: 25.0%;"></div>		12.50%	<div style="width: 12.5%;"></div>	

All Users  
100.00% Pageviews

+ Add Segment

Sep 1, 2017 - Sep 19, 2017

Overview

Pageviews vs. Select a metric

Hourly Day Week Month

Pageviews



Pageviews

1,979

Unique Pageviews

1,519

Avg. Time on Page

00:01:40

Bounce Rate

61.42%

% Exit

54.88%

Site Content

Page

Page Title

Site Search

Search Term

Events

Event Category

Page

Pageviews % Pageviews

Page	Pageviews	% Pageviews
1. /	523	26.43%
2. /pennsylvania/	399	20.16%
3. /apply/	320	16.17%
4. /companydriver/	313	15.82%
5. /new/	135	6.82%
6. /owneroperators/	68	3.44%
7. /hiringarea/	57	2.88%
8. /coloring/	51	2.58%
9. /contact/	32	1.62%
10. /store/	30	1.52%

# Onboarding

- ▶ Switched to Infinity from ProTread to help expand the onboarding experience
- ▶ Driver can get safety videos and some paperwork done before they come in, freeing up more time in orientation for specific training
- ▶ Keeps the driver engaged during the period they are waiting to come in