



Driver Retention

Recognizing Families

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Our Wildly Important Goal

Reduce Driver Turnover

(from 40% to 25%)

Moving the Needle - CSR Team

What can our team do to significantly impact our goal to reduce turnover?

What opportunities are we missing out on that can make a difference?

Identifying An Opportunity

How can we show our driver's families that we care about them and recognize their importance in this relationship?

The Idea

Each CSR would send hand-written notes along with a gift card to driver's wives

Adding Context

Consulting with the Driver Manager provides useful information to help write a note relevant to the wife's situation and/or the driver's specific role (dedicated run, extended time out, etc...)

Adding Context

Research the driver's location and demographics to help decide what type of gift card to send (Subway, Dairy Queen, Steak 'N Shake, or Starbucks)

Putting The Plan In Practice

Each CSR sends 2 cards each week

Driver names are randomly assigned to CSR's unless the CSR already had a relationship with the driver or had recently worked with them on a load

Building A Culture Of Appreciation For Families

Inspired by the CSR initiative, we sent Amazon gift cards to the families of all drivers as a part of our Driver Appreciation Week celebration

Has This Affected Our Turnover Goals?

As of August 2017, our driver turnover was at **27.8%** compared to more than 40% a year earlier.

Has This Affected Our Turnover Goals?

“My wife got a nice ‘thank you’ note from the Nussbaum CSR’s! She was really surprised! She told me how happy she is that I work for a company like Nussbaum.”

- Doug W -

Has This Affected Our Turnover Goals?

“It’s out of my league, but she’ll enjoy it!”

- Gary M -

(in regards to receiving a Starbucks gift card)

Has This Affected Our Turnover Goals?

“Thank you for your thoughtfulness and your gift. You don’t know how much it meant to me. Your thinking of me was greatly appreciated.”

- Vicki W -

Has This Affected Our Turnover Goals?

“Thank you for the Subway card. That was so nice of you guys to do that. I am so thankful that Richard is working for such a wonderful family-oriented company.”

- Donna J -

Has This Affected Our Turnover Goals?

“How many companies do that?!”

- **Doc B** -

Has This Affected Our Turnover Goals?

“Wanted to say a BIG thank you to all of you for the Subway card sent to me. I support Steve in all he does, and all of you at Nussbaum have become like family.”

- Jackie L -

Has This Affected Our Turnover Goals?

“It’s very difficult for drivers to become unhappy with Nussbaum because of the things they do and how they treat their truckers and their families.”

- Jon M -



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