

HILL BROTHERS

Nov 2017

Best Idea(s)

BEST IDEA

✘ Changed Advertising Company to Conversion

Y. O. Y. Drivers Hires by Quarter increased by 19%

	Conversion – 2017	Prior Company – 2016
2 nd Quarter	55	43
3 rd Quarter	<u>43</u>	<u>36</u>
Total	98	79

Benefits of changing to Conversion

- Brand Promotion in both Digital and Social Platform
- Social Media Integration with Facebook and Instagram
- Social Advertising and Creative Content added daily.
- Virtual Recruiter Calls

2ND BEST IDEA - RECOGNIZING VETERANS

- × Hill Bros recognizes our drivers that have served our country with a 12" x 12" sticker for the side of their truck.
- × Our recruiters verbally thank the drivers for serving during the recruiting call.
- × Hill Bros Driver and U.S. Air Force TSgt. JP Carbonez assisted in recruiting at a recent Offutt AFB Veteran Job Fair.
- × 3.5 million mile driver Raymond "Animal" Brooks, showing off his Veteran on Board truck sticker.



Veteran On Board

Hill Bros.
OMAHA, NE



Veteran On Board

Hill Bros.
OMAHA, NE



Veteran On Board

Hill Bros.
OMAHA, NE



Veteran On Board

Hill Bros.
OMAHA, NE

Tables
33-44

Tables
21-32

Hill Bros.

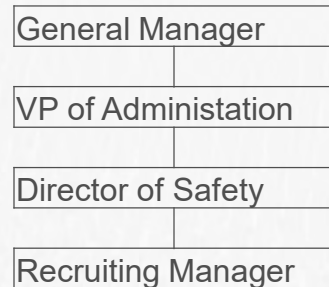
Hill Bros.
OMAHA, NE

www.hillbros.com
800-258-4456

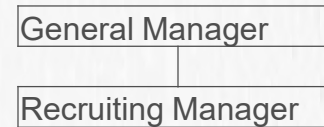


3RD BEST IDEA – REPORTING STRUCTURE

Before



Now



- × We have increased the autonomy and accountability of the recruiting manager.
- × In July the recruiting manager position was moved to report directly to the General Manager.