

SCHUSTER CO BEST PRACTICE IN DRIVER RECRUITING & RETENTION

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COMPANY CULTURE

- Recruiters being honest about company with potential hires
- Current drivers and employees all engaged in recruiting and retention
- Company involvement in the onboarding process with new hires





Schuster Co
TRUCKER
BUDDY
2016-2017



DRIVER RECRUITING

- Be honest on home time and compensation
- Be consistent on the message we are promoting
- Make sure to have timely and thoughtful follow up
- Engage current drivers in the recruiting process thru driver referrals
- Bring drivers in via rental car, not bus to help make a comfortable transition





DRIVER RETENTION

- Promote the open campus where they can engage with all departments face to face
- Make sure fleet managers have a manageable fleet size based on their capability
- Promotion of our Wellness Program with 87% driver participation
- Make sure everyone is treating them like a person not a number



POSITIVE CULTURE

- Friday meetings with the drivers
- Discuss equipment, customers, dispatch
- Wellness events and participation
- Company Gear
- Company Events



RESULTS



- Higher retention and company morale
- Drivers coming in with realistic expectations of home time, miles, and equipment
- Continual improvement of trying to change the negative and continue the positive

