



WORKHOUND BOOSTS YEAR OVER YEAR RETENTION 16%, SAVES CLIENT \$580,000+ IN TRAINING COSTS

Southern Refrigerated Transport (SRT), based in Texarkana, Arkansas, prides itself on its family atmosphere. They want everyone, at all reaches of their company, to feel like part of a tight-knit team.

That family feel is precisely what appeals to Terri Lafayette, Recruiting Director for SRT.

“I like everything about working at SRT,” she said. “We all are working toward the same thing: keeping our drivers happy.”

Since its founding in 1986, SRT has grown to over 900 drivers. And Lafayette sees the family atmosphere as influential to its success. Though the atmosphere at SRT may feel warm and comfortable to her, for many drivers—both at SRT and throughout the industry—the grass can seem greener elsewhere.



Around the industry, turnover continues to skyrocket. In the fourth quarter of 2015 alone, driver turnover rates at large truckload carriers climbed to 102%.

With staggering statistics like that in mind, Lafayette and her team at SRT had their work cut out for them.

COMPANY CHANGES

Complicating matters further, structural changes inside the company put the driver's fleet manager in charge of any and all needs their drivers may have. Formerly, these needs were handled by SRT's two-person Driver Relations department.



“Any time a driver had an issue, the driver could call the Driver Relations department and get help resolving pay issues, interpersonal issues, policy questions and more,” said Lafayette. “They’d then make suggestions on how the driver or the company could improve.”

And, since SRT is an over-the-road carrier, where the majority of drivers are on the road for two weeks at a time, this lack of transparent contact with headquarters can make drivers feel left in the cold.

“From what I’ve seen over the years, [over-the-road] is where the higher turnover is,” she said. “Drivers that are getting home more often stay with their companies longer. There’s not a lot of dedicated positions that get their drivers home once per week.”

And that’s a statistic the American Trucking Associations can back up. According to their Truck Driver Shortage Analysis 2015 report, in 2014, less-than-load (LTL) carriers had a year over year turnover rate of just 12%, while OTR carriers have averaged over 90%.

“If it costs \$4,000 to replace a driver [at SRT], and you’re losing 10 drivers a week, that’s a lot of money,” said Lafayette.

“THEY UNDERSTAND WHAT WE’RE GOING THROUGH”



With these changes and mounting costs associated with driver replacement, something had to be done. But the complexity of driver relations fell a bit outside of the scope of Lafayette’s responsibilities. That’s why she needed a turn-key, actionable solution to combat driver turnover.

“Our job is recruiting,” she said. “We’re not a resolve-all department. We needed something that wasn’t complicated, and wasn’t going to be difficult for the drivers to use.”

She did some research on ways to entice drivers to stay loyal to SRT. Ultimately, they landed on WorkHound.

With WorkHound, drivers use their smartphones to share anonymous feedback, praise, problems and ideas with carriers. WorkHound then aggregates that data and turns it into actionable insights to help carriers manage and retain their drivers.



“What I liked about WorkHound was that it was simple,” said Lafayette. It was easy to understand, gave the drivers an outlet and it wasn’t going to be difficult for the drivers to use, unlike some of the other solutions she had researched.

On top of that, she and her team were impressed by WorkHound’s customer service, who is “willing to go above and beyond,” she said. “They’re a really good group of people and they understand what we’re going through. This team works at this even when we’re out of the office.”

That ease of use and dedication to success were imperative for getting buy-in—both from drivers and from other administrative staff.

IMPRESSIVE RESULTS

The ability to get started quickly, said Max Farrell, Co-Founder of WorkHound, is crucial to the platform’s ability to help carriers retain drivers.

“In trucking, it is really important to understand and address urgent issues at the speed of business,” he said. “[Carriers] may survey drivers and sit on the information for three months, but they’ll lose a lot of people in that time.”

That is why WorkHound was designed for rapid deployment—a process that SRT found simple.

To get started, WorkHound sent Lafayette and her team education materials that detailed what drivers and administrators would see. The company also passed along other collateral to encourage driver and administrative buy-in.

“[WorkHound] even had a sheet to pass out to office staff as well, so our office staff would be in the know about what drivers would be taking part in,” she added.



After more than 6 months of use, the results of using WorkHound were apparent. With the platform’s help, SRT’s turnover decreased 16% year over year—a savings of over \$580,000 for the company in training costs alone.



More than that, anonymous tips from drivers inspired a better way to manage load planning carrier-wide, saving time and money. At the same time, it helped drivers feel appreciated for their feedback.

SRT's choice of WorkHound, said Lafayette, has helped her company in immeasurable ways.

"There's a big gap between what we [front office staff] do on this side of the building and what goes on on the other side of the building [drivers]. And I think there have been things that have been said that we wouldn't have known about otherwise," she said.

"WorkHound was a very worthwhile investment, and I think other companies are going to have to do the same thing."



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