

eBOOK

# 5 Ways You Can Increase Retention With Modern Technology





Progress in the trucking and transportation industry starts with the driver. According to the American Truckers Association, truck driver turnover remains high year over year, on average approximately 88% for large carriers and 73% for small carriers in 2018. For the industry to modernize and evolve, experienced drivers are a necessity. But many carriers face a revolving door of new hires, and outdated technology is a crucial factor in trucker dissatisfaction.

Outdated mobile technology, in particular, has historically been a roadblock to driver quality of life. Taking a closer look at industries that use outdated mobile technology, and trucking and transportation is no exception, we find that resistance within those industries goes up. In contrast, employee morale goes down, lengthening the learning curve, and increasing employee turnover.

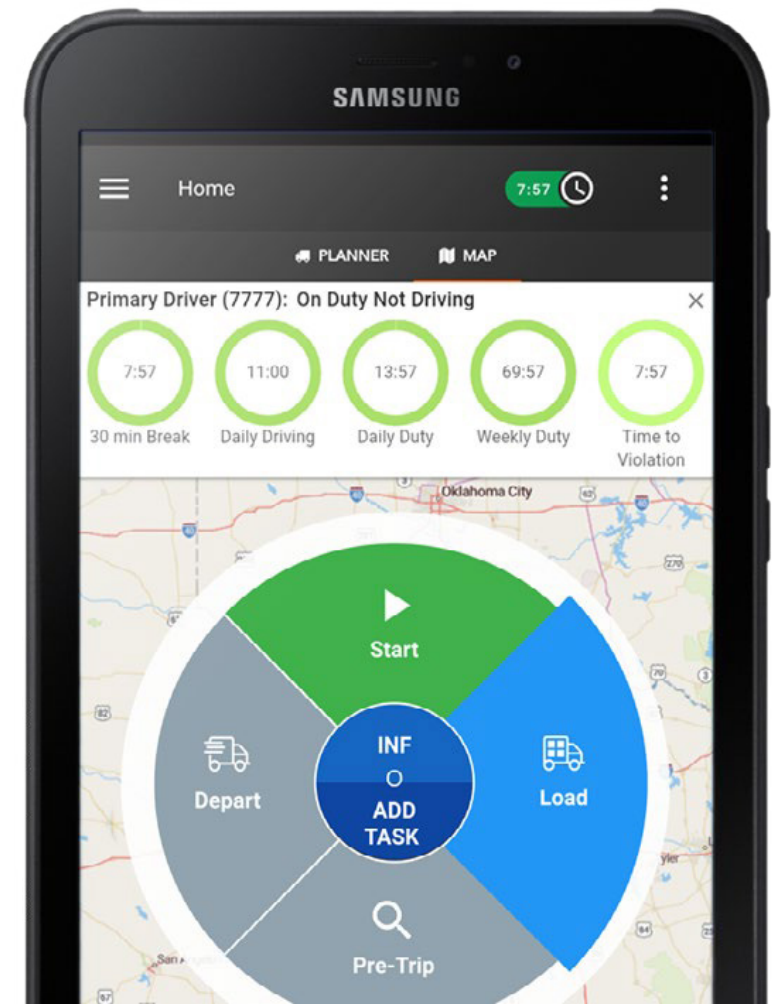
# Here are **five ways** you can increase retention with modern technology

## 1 Bring it all together

Modern technology makes the driver's life easier by integrating the separate applications and processes they use in their day-to-day. This gives drivers one place to enter and access load information, logbooks, navigation, and more while enabling systems to share data. So, fleets can gain more actionable insights and increase efficiencies across their operation.

## 2 Offer intuitive interfaces

The high resolutions and capacitive touchscreens provided by mobile devices allow longer, more substantive communications between drivers and the back-office. Drivers can have more natural conversations within the driver workflow application without the need for physical keyboards or separate text messaging applications.



### 3 Limit the context-shift

Context-shifting occurs when one focuses on one particular type of task, challenge, or information set, then switches to something completely different. When drivers have to switch between manifests, hours of service logs, pre-trip inspections, training, and other separate applications on a device, they can lose their sense of place, which slows them down. Modern workflow solutions automatically present processes during the appropriate time in the trip — making workflows truly seamless and drivers more productive.



### 4 Make data collection easier

Through intuitive, dynamic workflows and camera-enabled scanning, today's driver workflow apps and mobile devices can more uniformly capture accurate and up-to-date information. This type of informationflow means drivers don't have to worry about entering data incorrectly or keeping up with and turning in paper forms. At the same time, fleet managers can enforce fleetwide SPOs and maintain best practices more efficiently while providing back end analytics value.

### 5 Increase morale with more steady pay

On the road, drivers are only paid when moving. By employing a driver workflow application that connects systems and processes, you'll limit the time their rigs sit idle. The best of these applications can help drivers locate trailers and improve communications with the back office. They limit delays caused by paperwork, inefficient scheduling, unreported detention, and time spent waiting on authorization from third parties — keeping pay rates consistent and drivers more satisfied.



## The Road Forward

A truck driver's job is already stressful, and according to the [Bureau of Labor Statistics](#), driving a truck is one of the most dangerous career choices. By providing drivers with a modern driver workflow application, you can make their life easier. The trucking industry has the most expensive [hiring cost](#) in the United States, spending an [annual average of \\$7,000](#) hiring and onboarding each driver. And as the demand for experienced drivers increases in the wake of COVID-19, now is the perfect time to examine how this technology improves the bottom line by increasing driver retention. industries goes up. In contrast, employee morale goes down, lengthening the learning curve, and increasing employee turnover.

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