

How Do I Hire More Drivers: Case Study from ITS Logistics

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ITS Logistics

- Integrated National Capacity (INC)
- Distribution Services (DS)
- Dedicated Fleet Service (DFS)



What did we do?

- Restructure recruiting team and process
- Restructure driver pay program
- Take driver communication seriously
- Restructure driver recruiting marketing/leads
- Driver appreciation



Restructured recruiting team & process

- Involvement at Exec level
- Hired New Senior Director of Operations
- Hired New Driver Recruiting Manager (Project Manager)
- Hired New Driver Recruiting Specialist
- Hired New Driver Recruiter
- Daily/Weekly meetings
- Data Dashboard
- 30-60-90 Day Plan
- Onboarding Process review



Restructured driver pay program

- Competitor Analysis/Our Place in the Market
- Simplified Pay Structure
- Pay for Experience
- Adjusted pay: OTR, Regional & Local
- Moved most CPM pay to flat pay/Guaranteed Pay on 5 days
- 6th Day Incentive
- \$5,000 referral bonus



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NEW \$5,000 Referral Bonus!

\$5,000 DRIVER REFERRAL BONUS

We need YOUR help to add drivers to the ITS team today!

We know the best drivers come from personal referrals so we're offering a **\$5,000 Driver Referral Bonus** for every full-time Line or Team Driver that you refer! You don't even have to be an ITS employee to receive this bonus. Share this information with the best drivers you know and have them mention your name when they apply—that's it! *Driver's must have minimum 1 year CDL A driving experience and a clean driving record.*

WE PAY FOR YOUR EXPERIENCE!

- **\$1,250 – \$1,625 per week** Solo driver
- **\$1,700 – \$2,115 per week** Team drivers
- **PLUS up to 10%** with our 6th Day Incentive
- **Up to \$10,000** Sign On Bonus
- **\$5,000 Driver Referral Bonus** (tell a friend!)

INDUSTRY LEADING BENEFITS

- Dedicated Freight & Consistent Schedules
- Guaranteed Minimum Weekly Pay
- Home Daily Runs Available
- New Trucks, Technology & Supportive Ops Teams
- 70 hours of PTO in Your First Year
- National Healthcare Coverage, Dental & Vision
- Company Matched 401k
- Friendly Rider and Pet Policies
- Monthly Cell Phone Stipend
- **VETERANS WANTED**—100% of your military time counts as driving experience at ITS!

NOW HIRING FOR THE FOLLOWING:

- **HILL HOP** – Home daily
- **OVER THE ROAD** – Out for up to 14 days
- **DEDICATED/REGIONAL** – Home daily/weekly
- **LOCAL DRIVERS** – Home daily
- **TEAM DRIVERS** – Get miles & make money!

Drivers can call (877) 765-5487 or apply online at its4logistics.com TODAY!

*Referral bonus is paid out in two payments: 50% after 3 months and 50% after 6 months of full-time employment. All ITS employees are eligible except for Executive leadership and Driver Recruiting team members.

 (877) ROLL-ITS | its4logistics.com



Take driver communication seriously

- Monthly driver newsletter
- “Big T” Transportation Forum – monthly Q & A
- Open door policy
- 30-60-90-day calls – Senior Ops
- Ambassador Calls – Quarterly



Restructured driver recruiting marketing/leads

- Reviewed and reevaluated all lead sources/30-day trial periods, use data to drive spend, frequency and lead source
- Digital ads, job listings, blog posts, webpages, social media, flyers, billboards, email campaigns, job fairs, etc.
- Veterans Trucking Program

HOME OF THE NATION'S BEST \$%*&# DRIVERS!

YOU'RE GOOD AT WHAT YOU DO AND SO ARE WE. JOIN OUR TEAM TODAY!

(877) ROLL-ITS | its4logistics.com

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ITS Logistics Veterans Trucking Program

\$1,250 – \$1,625 per week solo | \$1,700 – \$2,115 per week team (each)
\$.55 to \$.65 CPM solo | \$.68 to \$.74 CPM team

APPLY TODAY

CDL Jobs for Veterans—We Pay for your Military Experience!

Truck driving is a perfect career for military veterans because the teamwork, discipline, organization and leadership skills you gained in the armed forces translate perfectly to this job. Truck driving is also a solid, long-term career option that allows you to deliver the goods that keep the economy running while traveling the country.

At ITS, we recognize the dedication and hard work you put into your military career and service to our country—and we want to reward you for it! We are proud to offer great CDL jobs for veterans and pay you for your experience in the military.

- 100 percent of your time in the military up to 20 years will count as driving experience at ITS Logistics! (i.e., if you were in the military for 10 years, you would start at our 10-year driver pay rate)
- Must have minimum 1-year CDL A driving experience to qualify

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HOME OF THE NATION'S BEST \$%*&# DRIVERS!

YOU'RE GOOD AT WHAT YOU DO AND SO ARE WE. ITS Logistics is a premier 3PL with a Dedicated Fleet that ranks in the Top 50 and as one of our drivers you'll be joining a proud and experienced team with a safety-first culture, driving for Fortune 500 companies, in one of the newest fleets on the road. You want a lot of miles and great pay? We got that. You want a dedicated schedule and consistent home time? We got that too. You want a supportive ops team that makes your job easier? Check. Simply put, we offer dedicated lanes for dedicated customers and we need the best drivers to deliver on our service promise of excellence. If you think you have what it takes to join our team—call today and find out.

HIGHER PAY!

NEW

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- \$5,000 Driver Referral Bonus (tell a friend!)

INDUSTRY LEADING BENEFITS

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- National Healthcare Coverage, Dental & Vision
- Company Matched 401k
- Friendly Rider and Pet Policies
- Monthly Cell Phone Stipend
- VETERANS WANTED**—100 percent of your military time counts as driving experience at ITS!

CALL NOW!
(877) 785-5487 or fill out a short form at its4logistics.com and we'll call you today!

Scan the QR code to see all available lanes and openings

its

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Driver appreciation



Driver appreciation

- Driver Miles Recognition Award Program
- Company Tailgate Event
- Driver Appreciation Week
- Driver Lounge Renovation
- Birthday/Anniversary cards
- BBQs, breakfasts, dinners



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THANK YOU ITS DRIVERS & FAMILIES!

THANK YOU FOR WHAT YOU DO, EVERY DAY!
CELEBRATE DRIVER APPRECIATION WEEK, SEPT. 12-17, 2021

Our awesome drivers and their families are the backbone of ITS Logistics and we humbly thank you for everything you do every day.
Home of the nation's best \$%*&# drivers!

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What did we do?

- Driver turnover rate:
 - 2020 – 94% >>> 2021 – 71%
 - September 2021 – 68%

