

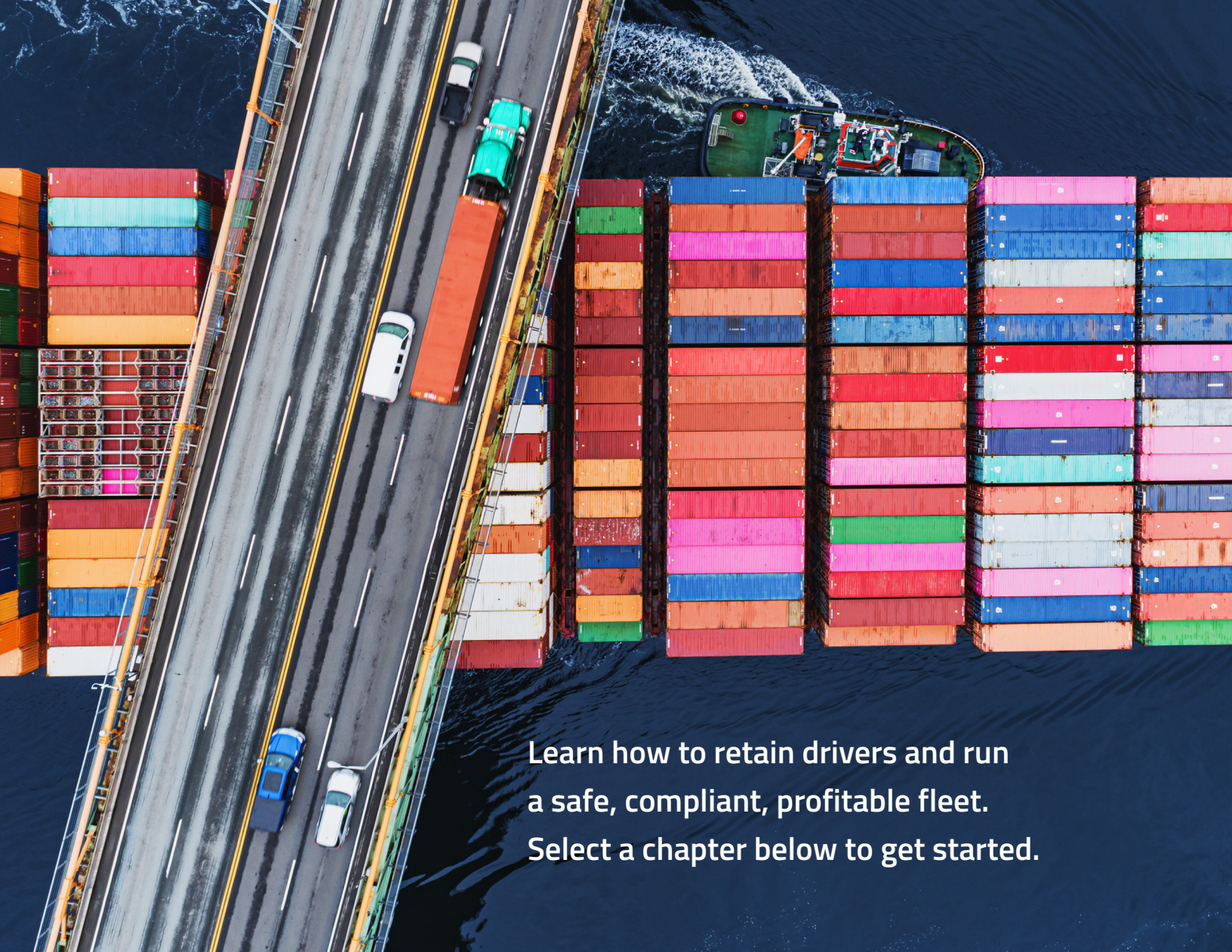
**TRANSFLO®**

Driving Fleet Profitability:

# The Carrier's Complete Guide







Learn how to retain drivers and run  
a safe, compliant, profitable fleet.  
Select a chapter below to get started.

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For more helpful resources visit [transflo.com](https://transflo.com)



# 1 Focus on Truck Driver Retention

*Each time a carrier reseats a truck, they take on an additional \$12,000 to \$15,000 in direct costs.*

Even in a good market where carriers have pricing power, you can lose your footing if you don't stay on top of a few common profitability drains. Driver turnover is one example.



**Fleets with more than \$30 million in annual revenue had a 90% turnover rate in 2020**

In a market with a high truck driver turnover rate, how can you retain reliable drivers and keep them happy, safe, and productive? First, know what you can and can't control. Drivers come and go. Maybe they see new pay packages come out, or they've had a tough conversation with their fleet or safety manager, so they search for greener pastures. A driver could be employed by another carrier before your fleet even knows, but not all is lost. What happens next is critical.

*Even if you've significantly improved your drivers' miles and pay package, that alone often isn't enough to retain drivers.*

Once a driver starts working for a new company, they may realize the grass isn't greener like they thought it would be.



Perhaps they're not getting the miles they need, or maybe they don't like their schedule or fleet manager. Either way, they could be willing to come back to your fleet with a bit of convincing.

*To boost profitability and offset a high truck driver turnover rate, get your rehire percentages as high as you can. Build a robust rehire plan into your driver retention program.*



## Telematics Technology:

**Transflo Mobile+ can help you keep drivers engaged while you have them and win them back if they leave.**

In a post-employment scenario, the white-label version of Transflo's app can help you win back drivers. For example, the app allows you to connect with drivers and keep them updated

on new pay packages and opportunities. If you'd like to offer a former driver a dedicated lane or something else to sweeten the deal, the app allows you to do that.

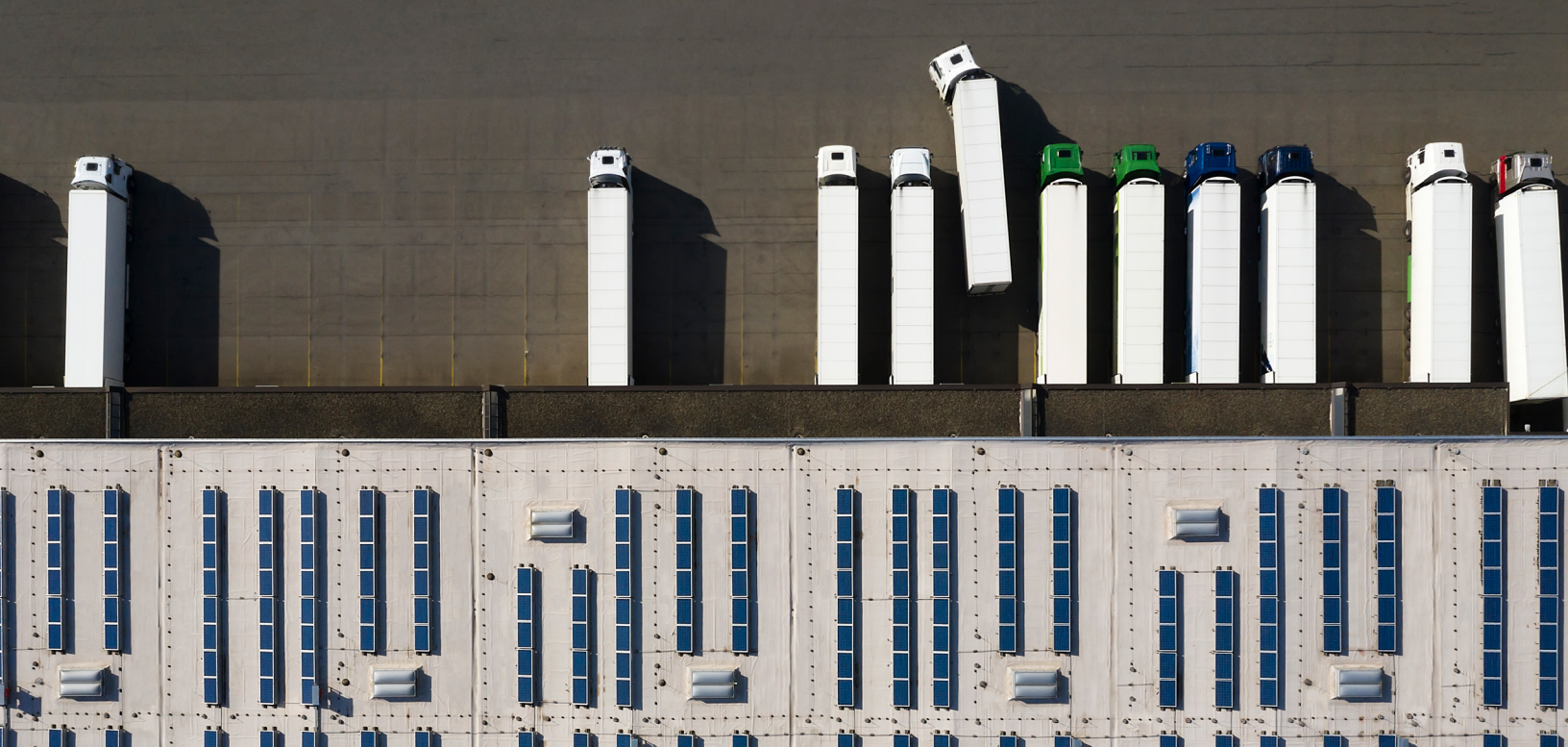
*Beyond boosting your rehire percentage, creating a positive culture is key. How connected are you to your company culture at the driver level?*



## Get Real About Your Company Culture:

1. Is there a toxic manager or employee who gets on your drivers' nerves?
2. Are your drivers dealing with a lot of hassles (paperwork, weigh stations, navigation) that complicate their day?
3. When a driver makes a mistake, are they simply scolded or given the tools they need to do better?
4. Do your drivers feel engaged with their comrades and connected to a greater purpose?
5. Are your drivers getting enough holidays and home time?
6. Do you regularly communicate with your drivers to ensure their needs are met?





## Grow Smarter:

**If you prioritize growth over culture, you may grow, but not sustainably. Growth should never come at the expense of culture.**

Building a positive company culture takes time, but it pays off. Happy drivers work harder, lift up their colleagues, and positively impact company culture. This does a lot for your fleet that may not directly be seen in a driver's metrics: The way they put their arms around their fellow drivers. The way they build a community that makes good drivers want to stay. The way they bring up issues and work to find resolutions.

*Like a stone being cast into a pond, a safe, happy driver creates positive ripple effects across your organization. By contrast, a disgruntled driver costs you time, money, and headaches.*

**Before you label a driver as “good” or “bad,” look beyond their metrics and see the person right in front of you:**

- + Are they liked by their colleagues?
- + Are they honest and hardworking?
- + Are they going through personal issues?
- + What are their goals, hopes, and dreams?
- + What are their kids' names?

Unless they've committed a terminable offense, most drivers can be coached, especially if they have a good attitude.





## Keep Drivers Safe & Happy:

Fleet safety goes hand-in-hand with accident prevention and truck driver retention. Learn how to improve fleet safety to avoid accidents, keep your drivers safe, and stay out of court. Get the complimentary guide below.

[GET THE CARRIER'S GUIDE TO FLEET SAFETY](#)

Another way to foster a positive company culture is to give your drivers more home time. What are you doing to get your drivers home faster and more often? How do you measure this in your drivers' view and not just yours? Some drivers may even be surfing between friends' homes and motels, so they may not mind being on the road for extended periods of time. But what about the driver with a spouse and kids? The driver who has put down roots will usually want to tend to them.

### Follow these three easy-to-implement strategies to open the channels of communication and build trust:



#### Involve a driver's family

During the recruiting and orientation process, set up a video call with drivers and their spouses to explain your company's pay, benefits, and other topics of interest. This will help set proper expectations and, perhaps more importantly, gain support from those who have the most influence on drivers.



#### Create a mobile feedback loop

Mobile apps and text messaging services are a convenient way to survey drivers. Survey questions should be simple and open-ended, such as "How are we doing?" or "What's on your mind?" A successful driver survey program needs to be supported by the highest levels of leadership to ensure that feedback is responded to in a timely and purposeful manner for drivers to see that progress is being made.



#### Reward drivers

An effective way to build loyalty is to reward drivers for going the extra mile. One way to do that is to reward your drivers for sharing candid feedback on how the company is doing—good or bad—to meet their job expectations. In these and other instances, give managers the flexibility to reward drivers with gift cards and other prizes. The value of giving on-the-spot rewards isn't about the value of the prize; it's about showing drivers that you care.





## Truck Driver Retention Tip:

**Know your drivers and understand their life situation, so you can help them meet their personal and professional goals.**

If one of your drivers has a young family, a 21-day dispatch isn't ideal. It's tough for that driver to be told they must leave today and be gone for 21 days. When they do come home, they've earned one day for every six days out, or one day for every seven days out. That means they'll only have three days to see their family and get some rest. After that short reprieve, they'll have to hit the road for another 21 days.

*"Being away from home for extended periods of time can become a big drain on drivers' happiness. Driver burnout is a major issue, and fleets need to measure and manage for it."*

– Doug Shrier, SVP of Strategy, Transflo







## Prevent Driver Burnout in 4 Steps:

1. Take good notes on your drivers.
2. Know what each driver is looking for and how often they get to (and want to) go home.
3. Approve your drivers' requests, whether that's more time on the road or more time at home.
4. Make schedules transparent to your drivers, giving as much notice as possible for changes.



## Smart Technology:

With Transflo's Driver Scheduler tool, vacations, paid time off, planned maintenance, and any other events are easier to view. This gives drivers a sense of control over their schedules.

Let's say a driver logs in and sees they have four days of home time starting next Friday. The fleet manager can see that too and work to get that driver home on time and keep them there for as long (or longer) than the requested time. At the end of the day, it's often the little things that keep drivers happy.

*Having the right data and technology helps fleet operators give their drivers what they need, whether that's more home time, more miles, or more training.*

If the fleet has planned training for a driver—if they need to renew their CDL certification or DOT physicals, for example—those events can be added to Transflo's Driver Scheduler. This makes it crystal-clear for drivers. They can easily go into the tool to see what the fleet has planned for them versus getting caught off-guard.

When the driver and fleet aren't aligned, it can become a big issue that escalates over time. If you have too many blow-up issues with drivers, they could hit the road and find a new employer in just days. Relationships matter. By preventing and managing frustrations before they boil over, you can retain your drivers and keep them happy and productive.

***"The way you treat your drivers matters. If you give them a day off to spend time with their family, they'll remember. If you extend your hand to help them do their job better and safer, they'll show you loyalty."***

– Doug Shrier, SVP of Strategy, Transflo

For more strategies, get Transflo's driver retention guide below.

## Driver Retention Strategies that Work

**GET THE GUIDE**



## 2 Boost Efficiency & Control Costs

### Optimize Utilization

Utilization is another factor that impacts profitability. With the current driver shortage, this is a hot topic. To know how you rank from a utilization perspective, look at your drivers' clocks. How effectively is your fleet utilizing the 11-hour drive time or 14-hour work clock? Surprisingly, many fleets don't know what their utilization numbers are, at least when it comes to their effective utilization in comparison to their hours of service.

***"There may be a slight driver shortage, but I see it as more of an inefficiency within the market."*** – Doug Shrier, SVP of Strategy, Transflo



### The Bottomline:

You may know the number of miles you ran per truck last week, but do you know what percentage of your HOS clock you're utilizing week to week? If your drivers aren't utilizing the full HOS clock on a consistent basis, then they're inefficient.



You can use these numbers to move more freight through your system. To ramp up utilization and profits, carriers also need to be more proactive in accelerating appointment times for reschedules. For example, if you line up your appointment times with your customers, freight won't sit underneath a loading dock for an extended period.

Let's say a truck is going to arrive early. Ideally, you'll make sure the receiver is ready to unload versus having the truck and driver sit onsite for several hours. By preplanning, you can make sure your driver knows what they're going to do on the completion of their next load. The idea is to continually move that truck.

## Boost Driver Productivity

To drive greater productivity, utilize simple technology within the cab of the truck to help your drivers save time, whether that's automatically riding them to their next destination or helping them bypass DOT scales. For every weigh station bypass, for example, drivers could save 15-20 minutes.

*Five minutes here and there quickly adds up to more miles for the driver, and ultimately more productivity and profitability for your fleet.*

### The Dollars and Cents of Scale Bypass:

- + Weigh stations are in every state.
- + Drivers frequently pass scales for various reasons.
- + Citation for passing scale is in the Unsafe Driving BASIC.
- + Weigh stations can increase drivers' stress and need to plan.
- + Accidents are often caused due to lane changes.
- + Avoidable inspection can cause an increase in citation.

### Costs:

- + Driver in Fleet: 100
- + Events per driver: 2 per week
- + Time lost: 12 minutes per stop
- + Fleet revenue lost: \$40 a week per driver
- + Driver earnings lost: \$10+ a week per driver
- + TTL annual fleet revenue lost: \$208K
- + Other indirect costs:
  - Longer inspections
  - Out of service due to inspections
  - Paperwork issues, permits, etc.

### Solution:

- + Alert drivers of upcoming scales (two miles out).
- + Get them out of congestion by providing bypass (one mile out).
- + Use easy-to-understand on-screen signage to prevent common confusion when using transponder approach.





Enabling capabilities like CAT Scale and truck stop mobile apps help drivers more easily fuel and weigh their trucks. At the end of the day, the goal is to help drivers save time. Every time your driver picks up the Transflo app, if we can help them save five minutes, we're saving you time and money.



## How Transflo Can Help



### Two-Way Communications

Enable two-way video or text communications, fleet-wide announcements, and access to training videos with Mobile+.



### Driver Status

Obtain driver and load-specific data, including hours of service, truck telematics, route and event capture, and arrival and departure notifications.



### Weigh-Station Bypass

Access accurate route mapping, including weigh-station bypass and approved stops, at your fingertips.



### Truck-Specific Routing

Benefit from precise and enhanced routing and tracking data with Trimble MAPS CoPilot curve logic paired with Geotab's curve logic.



### Meaningful Driver Metrics

Track driver statistics like miles, fuel, HOS violations, and erratic driving events with personalized reports and scoring metrics in your dashboard and on Mobile+.



### Document Scanning

Speed up document and invoice processing with our wide network of integrated carriers.

[Learn more about Transflo's Fleet & Driver Solutions](#)



## Know Your Goals & Optimize Costs

Another key component of profitability is controlling your costs. Let's say your P&L is relatively straightforward. You know what everything costs, from maintaining the trucks to paying for the insurance, putting new tires on your trucks, and buying new equipment. You know what those items are, and you need to manage those expenses as best as you can. One of the best ways to control your costs is by having good data.

*Use data to know your P&L costs and where you can control them.*

**A robust telematics solution gives you rich data that can help you:**

1. Drive down your maintenance costs.
2. Lower insurance and accident costs.
3. Engage drivers to be more compliant.
4. Reduce citations and improve your CSA score.

*To further control costs, it's also important to assess your velocity or rate per mile for each fleet or sub-fleet division.*

Some fleets are heavy velocity fleets. They try to run the wheels off the truck and get as many miles as possible. Other fleets may only run higher-priced freight. They could be in a certain mode, like flatbed, expedited, or refrigerated



cargo. Know where your fleet falls within this spectrum by asking these questions:

- + Are we trying to drive up velocity?
- + Are we aiming for a greater rate per mile?
- + What's our number-one goal?





*Everyone has different goals, so stop comparing yourself to other fleets. Set your own baseline and determine what kind of fleet you are and want to become.*

It's important to understand what your goals are, because being a high-velocity fleet and a high rate-per-mile fleet are diametrically opposed. As you seek a higher rate per mile,

you risk getting less-efficient freight, and your velocity starts to drop. If you're going after haul-type freight just to keep that truck moving, your rate per mile begins to drop and your miles per truck rise.

Running 4,000 miles per truck might be great for one fleet, but if the rate per mile is only \$2, that could be suboptimal for another fleet. Set smart goals to become more productive, drive down costs, and boost profits.



## Focus on Preventative Maintenance

***"It's amazing how far preventative maintenance has come. Now you can get the richest set of data you can imagine, and fleets can get a fully operational view of their vehicles."*** – Doug Shrier, SVP of Strategy, Transflo

How fleets maintain their trucks can make or break their profitability. Traditionally, maintenance is preventative based on time-bound windows—every 30,000 miles, for example. Let's use our own personal vehicles to highlight an important point about planned versus reactive maintenance.

We used to be told that cars need an oil change every 3,000 miles. If you look at modern cars, they can read the wear-and-tear on the engine, the viscosity of the oil, and so on. Given this, an oil change may only be needed every 8,000 or 9,000 miles. You can think about preventative maintenance on your trucks in the same way.



## Smart Maintenance Tip:

**You could replace your battery bank every 100,000 miles on your trucks, but what if some of those batteries are still working? Alternatively, if the batteries are failing every 80,000 miles, you don't want to miss maintenance and risk a breakdown.**

Geotab has a new solution that projects battery life, so you don't just automatically replace your batteries after so many miles. Additionally, Transflo's data-rich telematics solution will notify you when there's a battery issue. Instead of incurring repair costs and having your truck be out of commission for hours until it's towed and fixed, you can replace the battery before a breakdown.

*With the right telematics solution, you can conduct preventative maintenance based on real wear-and-tear of your equipment vs. cycle miles or cycle times.*

It's easier and more cost-effective to fix an issue if you know what the issue is. If a \$500 component fails and blows up a \$50,000 engine, that's a lot of extra cost you don't need. Transflo integrates with OEMs to predict when maintenance is needed. Carriers are alerted by their OEM or directly through the Transflo portal, so you can address issues before they cause disruptions. Additionally, as a Transflo telematics user, you don't need to install a puck into your truck; you just need to enable the gateway in your truck to feed data to the Transflo portal.

## Smart Technology:

**With a robust telematics solution, you can replace the \$500 or \$1,000 component and get notified if there's an issue—so you don't risk blowing a \$50,000 engine.**





# 3 Get the Right Fleet Management Solution

Profitability goes beyond just moving more freight. To run a lean, profitable business, you need to think bigger. To boost profits and control costs, focus on your most important asset: your drivers. Once you have a successful rehire and driver retention program in place, you can optimize other areas of your business, whether that's preventative maintenance, driver utilization, or other key initiatives. The right fleet management software can help you do that.

## How Transflo Can Help

### The Challenges

- + We're having trouble retaining drivers and rehiring the ones who jump ship.
- + It's tough to keep track of all the moving parts, and drivers aren't happy when their schedules change without warning.
- + When drivers face unforeseen obstacles on the road, they lose time and money—and so does our fleet.
- + Timing maintenance right is tricky. If we replace truck parts too early, we're overspending. If we wait too long, we risk disruptive breakdowns.



### The Solution

- + Transflo Mobile+ can help you engage drivers while you have them and win them back if they leave. The Transflo Mobile+ app allows you to connect with drivers and keep them updated on new pay packages and opportunities.
- + With Transflo's schedule tool, drivers can see vacations, paid time off, planned maintenance, and any other events in their calendar, giving them a sense of control over their schedule.
- + Transflo's app is full of time-saving features, like CAT Scale, truck navigation, weigh station bypass, and truck stop capabilities. Every time your driver picks up the Transflo app, you're saving time and money.
- + Transflo's fleet management software notifies you when there's an issue with one of your truck components. Instead of incurring repair costs and having a truck be out of commission, you can replace the part before a breakdown.



**With the right driver and fleet solution, you can get the data you need to boost profits and:**

- + Retain drivers and raise your rehire percentage.
- + Increase driver productivity and fleet profitability.
- + Lower costs and optimize preventative maintenance.
- + Get the data you need to run a safe, profitable, compliant fleet.

*Transflo's driver solutions and fleet management software make every workflow safer, easier, and more driver-friendly—so you can spend less time on paperwork and focus on running a more profitable business.*





# Transflo Provides a Frictionless Supply Chain



Driver  
Solutions



Fleet  
Solutions



Broker  
Solutions



Shipper  
Solutions



**8 of the top 10**  
freight brokers use Transflo

Transflo facilitated over  
**\$84 BILLION**  
in freight last year



**2 Million+**  
professional drivers have  
the Mobile+ app



**81%**  
of the top 250 fleets  
use Transflo



**4 Million**  
communications  
sent weekly

**Over 60,000 fleets**  
across the US and Canada  
use Transflo





## About Transflo

Transflo®, a Pegasus TransTech company, is a leading mobile, telematics, and business process automation provider to the transportation industry in the United States and Canada. Transflo's mobile and cloud-based technologies deliver real-time communications to fleets, brokers, shippers, and commercial vehicle drivers, and digitize 800 million shipping documents a year, representing approximately \$84 billion in freight bills. Organizations throughout the Transflo client and partner network use the solution suite and digital platforms to increase efficiency, improve cashflow, and reduce costs. Headquartered in Tampa, Florida, USA, Transflo is setting the pace for innovation in transportation software.

**For more information, visit [www.transflo.com](http://www.transflo.com).**

***"Better visibility and tracking integrity—we would not go back."***

Matt Gray, Director of Logistics  
— Stevens Transport TL

## Learn more about Transflo's Fleet & Driver Solutions

[Learn More](#)