



WORKFORCE
SOLUTIONS

OUR PRODUCT IS SERVICE

CASE
STUDY

LOCATION: HOLLAND, MICHIGAN

PAVING THE WAY TO A BETTER HIRING PROCESS

SERVICES PROVIDED: SOURCING, SCREENING, SCHEDULING,
ON-BOARDING, CREDENTIALING AND DOT REGULATIONS



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THE CHALLENGE

In the rapidly growing transportation industry, a leading freight company was searching for a way to improve their recruitment process and implement cost savings.

The company was up against fierce competition — the employment of heavy and tractor-trailer drivers is projected to grow 11% from 2012 to 2022.¹ As a result, the transportation leader realized that they had to work differently.

Prior to their partnership with the EG Workforce Solutions team, the company was working within a highly decentralized hiring process. Much of the burden was placed on managers spread across the company's 53 US-based terminals, leading to a misalignment of core responsibilities within the organization.

A lack of reporting made understanding the candidate lifecycle difficult. The company needed a better way to gauge how candidates were responding to their organization — from first contact to their first day of work — and what could be improved upon to reduce turnover.

THE SOLUTION

EG Workforce Solutions rebuilt the transportation company's hiring process from the ground up. With knowledge of best hiring practices, the team measured their proven methodologies against the challenges that the client was facing.

The EG Workforce Solutions team sought to define and re-define the meaning of a quality hire to combat the issue of poor retention. Every applicant was held to the standard requirements of DOT experience, a safe driving record, employment verifications, and behavioral assessments.



Due to the transportation industry's ever-increasing demands, EG Workforce Solutions stepped in with a proactive plan to minimize the hiring gap of the future.



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THE SOLUTION (CONTINUED)

Candidate experience was completely revamped with a streamlined approach to the sourcing, screening, and onboarding of candidates. EG Workforce Solutions aligned an RPO delivery team to each assigned terminal with the goal of fostering meaningful candidate connections and vetting only "A" Level talent, which, in turn, empowered the terminal managers to get back to what matters most: customer service.

EG Workforce Solutions built custom reporting for the client out of a completely independent Applicant Tracking System. The team made this move to leverage their ability to provide informed analytics that drive business growth for the client.

Touch points and exit interviews provided real-time data to better understand the employee lifecycle. By taking the temperature of candidates throughout their employment process, the team was able to pinpoint commonalities between candidate experiences. In turn, EG Workforce Solutions was able to empower the client with the necessary tools for understanding the behavior of their most valuable asset — their people.

"The driver credentialing and qualifying process for the transportation industry is very unique, complex and, if done incorrectly, can be devastating to the trucking company. After much focus and dedicated effort, the EG team made a significant difference by reducing the fully qualified candidate cycle time from 40 days to 27 days. The result...increasing the numbers of safe drivers on the road!"

— Chloe Ryan, RPO Program Manager



THE OUTCOME

After centralizing the company's hiring process and ultimately improving the candidate experience, **turnover dropped to 22% — a significant reduction from the 58% at the beginning of the engagement.** In comparison to the industry average of 71%², EG Workforce Solutions was providing a service that surpassed the odds.

This reduction is owed largely in part to the direct and frequent communication that candidates received under EG Workforce Solutions' model. With set touch points, potential candidates were vetted to ensure that only the right fit was sent through the hiring process.

Above all, the team made it their mission to meet the transportation industry's demanding compliance standards. **EG Workforce Solutions achieved an over all completion rate of 98%**, which is a remarkable feat considering the challenging requirements of this industry.

The solution helped the company realize a cost savings of \$1M in both hard and soft spending. With

sourcing, screening, candidate engagement, and industry compliance standards being exceeded, the transportation company was given a clear advantage over their competition. ■

¹Bureau of Labor Statistics, U.S. Department of Labor, Occupational Outlook Handbook, 2016-17 Edition, Heavy and Tractor-trailer Truck Drivers, <http://www.bls.gov/ooh/transportation-and-material-moving/heavy-and-tractor-trailer-truck-drivers.htm> (April 2017).

²The American Trucking Association, Heavy Duty Trucking, <http://www.truckinginfo.com/channel/drivers/news/story/2017/03/choppy-freight-reduces-driver-turnover-rate.aspx> (March 2017).