DriverReach

Sutton Trucking Doubles Down on Applicant Experience and Sees Immediate Impact

Founded in 1982, Sutton Trucking is a leading family-run CDL trucking and logistics organization based out of Lee's Summit, MO. With an in-house fleet of around 70 trucks and up to 120 trucks associated with outside owner/operators, Sutton is a mid-size logistics provider in an incredibly competitive space.

In March 2019, Sam Thudium joined the team as the Director of Recruiting after spending more than 7 years building and designing trucks for the Sutton team. With little experience in the CDL industry, Sam turned to webinars hosted by DriverReach CEO Jeremy Reymer to get up to speed fast on the incredibly complex CDL recruiting industry.

As Director of Recruiting, Sam spends his days assessing if any new drivers are needed, communicating with current drivers, determining where he needs to focus his ad spend, and more. With three locations to manage, his time is spread across keeping track of all these different areas. In addition to recruiting, Sam is also responsible for:

- Finding and sourcing mechanics to keep trucks running smoothly

- STI Truck Repair shops which, although associated with the Sutton brand, are their own stand-alone revenue generators

- Selling and offloading old equipment and trucks as well as building new designs

As the only recruiter on the team and with so much on his plate, Sam hadn't been with Sutton long before he realized there was a real opportunity for technological assistance.

CHALLENGE

Prior to Sam joining the team, Sutton had nothing in place that resembled an ATS or CRM (Candidate Relationship Management) solution. Applications submitted through Indeed or DexYP were sent directly to the inboxes of Sutton staff members. It was up to these people – all of whom had other jobs that didn't have to do with recruiting – to nurture these applicants through the stringent qualification and hiring process.

Needless to say, the team struggled to keep all recruiting data and conversations on track. Recruiters couldn't stay in touch with applicants, potential hires were going dark, and critical details were being lost in the process.

All in all, Sam estimates that the Sutton team was missing out on 20 to 30 applicants per month without a proper tracking and management tool in place.

SOLUTION

When Sam first started with Sutton, the team was consistently 12 drivers short of capacity. As the person now in charge of managing this driver shortage, Sam attended the Mid-American Trucking Show (MATS) in Louisville in March of 2019. There, he made several new connections who recommended DriverReach for both the technical and educational guidance Sam was looking for.

After learning about DriverReach, Sam did his due diligence and compared the platform with a few other competitors in the space. In the end, Sam made the decision to select DriverReach as Sutton's ATS and CRM partner as he felt what DriverReach offered was far more innovative and modern than other platforms on the market.

Unlike some other systems which are paid per application and thus target drivers even outside of a carrier's recruitment efforts, DriverReach is laser-focused on providing a great applicant experience, streamlining the recruiting and qualification process, and helping carriers maintain compliance. Instead of going with a competitor that encouraged job-hopping (a mentality that is all too common in the CDL industry and leads to many of the headaches facing CDL recruiters), Sam and the Sutton team partnered with DriverReach to forge lasting relationships and long-term driver retention.

Sutton Trucking officially adopted DriverReach in April of 2019. Since Sam is currently a recruiting team of one, he is both a manager and an end-user of the solution. Every day Sam checks in on incoming communications from current drivers and potential applicants. All Sutton drivers have quickly adopted text message communications and they are incredibly responsive with the corporate team.

SOME OF THE OTHER KEY WAYS SUTTON TRUCKING LEVERAGES DRIVERREACH INCLUDE:

The DriverReach and Luma integration

When the Sutton team decides to hire a driver, Sam opens the driver's profile in DriverReach. Once he selects 'Orientation Schedule' as the new stage, DriverReach notifies Luma of this stage change. Luma automatically sends the driver all of the necessary documentation and content he or she will need to complete onboarding. The driver can then fill out these documents directly from their smartphone. Within 24 hours, Sutton has everything they need to bring the new driver on board (outside of a drug screen and an updated physical). This integration has been amazing for streamlining the onboarding process.

Luma is able to provide all relevant information to drivers that used to be shared in lengthy educational videos and even provides a quiz at the end to ensure drivers read and understand the content.

Before DriverReach, drivers would have to come into the Sutton offices, watch hours of videos, and then fill out paperwork. Now, all of this can be done online – saving up to a day's worth of onboarding time per driver. Additionally, Sutton was paying drivers to come in for this onboarding ($150 per day per driver) so the DriverReach/Luma integration is automatically saving the team $150 every time they hire someone new.

Streamlining the Drug & Alcohol Clearinghouse query process

For Sam and the Sutton team, the launch of the Clearinghouse hasn't caused the same overwhelming challenges others have experienced. Without DriverReach to help manage the process, however, Sam believes it could be incredibly easy to get confused with this new FMCSA regulation.

Maintaining industry compliance

All communication with current personnel and new applicants is run through DriverReach, and Sam personally updates this information on a daily basis. This is where all background checks and compliance information is also shared and stored.

Additionally, Sutton was paying drivers to come in for this onboarding ($150 per day per driver) so the DriverReach/Luma integration is automatically saving the team $150 every time they hire someone new.

DriverReach

RESULTS

Today, Sam is operating as smoothly as a CDL recruiting team of one can be expected to run – especially as a carrier their size. From making it easy to recruit and qualify drivers to streamlining internal processes, DriverReach has allowed Sam to optimize every single facet of the Sutton recruiting workflow. With so many overarching benefits, DriverReach has drastically reduced Sam's operating costs per month.

Prior to implementing DriverReach, Sutton Trucking was spending around $4,500 per month on ad spend alone with Indeed and DexYP in an attempt to produce driver leads. With DriverReach, Sam is now looking in the right places and staying better organized when it comes to managing these leads, which means that the team doesn't need to bring in as many prospects to hire more drivers. Between DriverReach, Luma, and current ad spend, the Sutton Trucking recruiting expenses total just $1,400 per month – just over a quarter of what the team had been spending on ads alone.

OTHER RESULTS INCLUDE:

Retention: It's obvious to Sam that the Sutton team has implemented a better recruiting system because drivers are staying on longer. It's less about finding a way to get empty trucks back on the road. Instead, it's about finding the right driver that will be an asset to the Sutton team long-term.

After operating at around 80% driver turnover for many years, Sutton ended 2019 with only 20% voluntary turnover.

Capacity: Prior to DriverReach, the Sutton team regularly had around 10-12 empty trucks at any given time. Since Sam came on board and implemented the DriverReach platform, trucks have been at a steady 100% capacity – resulting in $1,000 in gross revenue per day per truck.

By keeping the driver queue full and operating at a 100% capacity, Sutton Trucking has recouped $360,000 in revenue per month.

LOOKING FORWARD

Moving forward, Sam hopes to extend the functionality of DriverReach products across other areas of Sutton's recruiting and driver management needs, including driver employment verification through VOE Plus.

After seeing so much growth and success in his first year with Sutton Trucking, Sam recommends that other carriers and recruiters looking to optimize their recruiting efforts also consider a dedicated, passionate ATS partner in DriverReach.

The honest, caring people at DriverReach have helped Sam make such a big impact on the team during his first year at Sutton. His direct contact, Jordan, has also played a pivotal role in helping Sutton Trucking truly maximize the potential of an ATS solution like DriverReach.

ABOUT DRIVERREACH

DriverReach's modern recruiting and compliance management system provides a better applicant experience and dramatically improves speed-to-hire. A mobile-friendly DOT application feeds directly into a full-service ATS with email and text functionality, streamlining the process of qualifying drivers so companies can Hire. Better. Faster. As an American Trucking Association Corporate Partner, DriverReach is dedicated to improving the hiring process for drivers and carriers alike. For more information, or to request a test drive, visit driverreach.com.maximize the potential of an ATS solution like DriverReach.com.