

How Viessman Improved Efficiency and Compliance with a Digital Platform

QUICK FACTS

- Mid-sized carrier headquartered in South Dakota
- 300+ CDL drivers
- Formerly without an ATS
- Went from paper and hard copy hiring management to digital in less than a year

THE TEAM

Viessman Trucking has over 60 years of experience in food-grade transportation, making them a leading hauler of food-grade bulk products in the United States and Canada. They have five divisions, including Tanker, Live Bottom, Pneumatic (Dry Bulk), Hopper, and Reefer, that transport a variety of products such as milk, dry sugar, cornstarch, corn sweetener, and vegetable oil.

Founded in 1961, Viessman Trucking is a family-owned and operated company headquartered in Gary, South Dakota, with terminals in several states across the U.S. They maintain strong relationships with their customers, employees, and business partners through honesty, integrity, and adherence to strict business ethics. Their commitment to safety, quality, and efficiency has earned them a trusted reputation as a reliable partner for companies that need transportation of food and other sensitive products.

HELD BACK BY PAPER

As any successful and long-established trucking company knows, hiring a single driver involves more than one person. It's usually a system of not only attracting a candidate, but persuading them to fill out a detailed application, schedule interviews with various company members, and—if you've made it that far to offer them the job—get them onboarded.

In a highly-regulated industry, moving a driver from applicant to on-the-road takes a ton of administrative energy and generates a significant amount of paperwork. Viessman Trucking knew this well as a reputable company with an attention to detail and a commitment to safety. But their process was holding them back from moving nimbly with the market while keeping a close eye on the details.

As the company grew, leadership realized they needed a more efficient system to manage their recruiting efforts and a refresh on their approach to hiring. They knew that relying heavily on paper-based processes, even when supplemented by email and fax, can lead to time-consuming administrative tasks, misplaced documents, and an increased likelihood of errors. Accessing and tracking records also proves difficult, resulting in delayed or rejected shipments, non-compliance fines, and missed business opportunities that can be costly.

In 2021, Viessman took a significant step towards optimizing its recruiting process to meet demand; they hired a marketing and recruiting director. They dedicated a budget to advertising. In short, many things changed at once and this growing company was ready to take their recruiting game to the next level.

"Since we started using DriverReach, and increased our advertising efforts, it's become easier for us to receive and review applications electronically. As a result, we're attracting more candidates and ensuring we are hiring top-caliber drivers. DriverReach is critical to our success. With it, we can quickly find exceptional candidates we need to succeed."

-Elizabeth Billups,
Marketing & Recruiting Director,
Viessman Trucking

MAKING THE SWITCH

Creating a cohesive, streamlined tracking and data management system had to be implemented with all these new moving parts. Fortunately, Ryan Viessman, the Director of Operations, had an idea of how to create that cohesion. Viessman had recently acquired Johnsrud Transport Inc., a DriverReach customer that saw great success using the platform. With Johnsrud's referral, Viessman opted to try DriverReach on a larger scale to modernize the company's approach to recruiting and onboarding.

So when Viessman's new Marketing and Recruiting Director, Elizabeth, took the reins, she had everything she needed to run a robust recruiting strategy without piles of paperwork. Even though she was new to the transportation industry, having DriverReach as a command center of information and workflows allowed her to onboard quickly and get to work shaping their recruiting strategy.

SET UP FOR SUCCESS

After adopting DriverReach— and with the addition of Elizabeth— Viessman has enhanced its recruiting and marketing efforts, maximizing the platform's capabilities. DriverReach enables them to quickly review applications and communicate with candidates via text for additional information.

The application process itself serves as a filtering mechanism, as Viessman values essential tech skills in today's digital landscape, along with strong communication, eagerness to work, punctuality, and form completion ability in potential employees.

Additionally, they prefer candidates who demonstrate commitment, initiative, and the drive to see the process through using the modern, digital method. The mobile-friendly application form, for example, serves as a reasonable technical threshold, as it reflects the candidates' suitability for other job requirements.

This significant change in the company's recruitment and onboarding process, driven by Ryan's vision and Elizabeth's marketing expertise, has resulted in attracting and retaining talented drivers while improving efficiency and reducing administrative burdens.

SET UP FOR SUCCESS (Continued)

According to one recruiter, processing more applications is crucial in finding the best fit for the job, leading to better retention and improved driver quality. With DriverReach, Viessman can attract a larger pool of candidates and identify those who align with the company's culture and driving needs.

Viessman Trucking's modernized recruitment process positions them for ongoing growth and success, having consistently filled **96 percent** of their driving positions over the past six months. Elizabeth is confident in DriverReach's ability to sustain their recruiting needs, given that Viessman has been welcoming an average of **ten new drivers per month**.

FILLED TRUCKS DELIVER ON PROMISES

96%



Despite already having higher-than-industry-average retention rates, Viessman, achieved remarkable growth and managed to hire additional drivers while further improving their retention rates. This success was attributed to their enhanced ability to screen candidates and ensure they were a good fit through a streamlined digital hiring platform.

In fact, at the start of the new year, Viessman onboarded 30 new drivers in just 2 months, and over the course of one year, they sustained a higher level of driver retention.

ABOUT DRIVERREACH

Hiring and retaining drivers is more difficult than ever before. It requires a new mindset. To attract quality drivers, recruiters must take a page from the sales team's playbook - after all, recruiting is sales. Drivers are the customer. DriverReach's modern driver recruiting and compliance management system provides a better driver-applicant experience, streamlines the application process, and removes bottlenecks from hiring and retention processes. We make it easy to leverage technology through automation and robust CRM functionality.

[Schedule a live demo today to see the platform in action.](#)