DriverReach

How CLS Streamlined their Driver Recruiting Process and Decreased Time-to-Hire with DriverReach

As a leading driver staffing firm based out of Saint Louis, MO, Consolidated Logistics Solutions (CLS) is dedicated to providing both customers and drivers with exceptional recruiting experiences. To help achieve this goal, the CLS team looked for a full-service ATS solution that was user-friendly, intuitive, and easily applicable.

Previously, there was no dedicated platform in place to help manage the application process from beginning to end. While the team did have a process in place that recorded driver responses, it was not operating on the 'less clicks, less calls' mindset to get drivers through the onboarding process and on the road faster.

The process that CLS previously used was comprised of several tools, making it difficult for its recruiters to adopt. Because of this, the organization was able to confidently start researching new applications. Trip Lane, Director of Systems & Process at CLS, joined the company in May of 2018 to help revamp existing workflows and build out strong internal processes. While at previous companies, he had experience with modern ATS and recruiting solutions and was able to work from the ground-up to find and activate a best-in-class solution for the CLS team that immediately addressed their most pressing needs.

SOLUTION

While Lane had worked with multiple ATS and recruiting platforms before, the DriverReach solution immediately stood out in his mind as the right choice for the CLS team.

"DriverReach promotes the 'Hire. Better. Faster.' slogan because it's true," said Lane. "What I enjoy most about this software is the customer experience it provides when onboarding candidates. [The team at CLS] strives to provide the best customer experience we can and a huge part of that process begins when a candidate clicks the Apply button."

From a technology standpoint, DriverReach delivered the solutions that would help CLS positively impact every single part of the applicant experience, from clicking the Apply button through to retention and ongoing relationship building. The CLS team ultimately decided on DriverReach as their ATS and recruiting platform because:

- It gives recruiters and team leads the ability to track detailed metrics both for one-off applicants and at a wider process level.

- It delivers visibility into all current driver applicants and what stage they're in across the onboarding process.

- The platform is a simple, easy-to-use DOT-compatible solution that the entire team could adopt.

- It provides recruiters with a one-stop-shop for all communications (text, email, etc.) and the ability to save and track these outgoing and incoming messages.

- It saves drivers time by saving answers and background data on every applicant – eliminating repeat form fills.

- It allows recruiters to create tasks for easy follow-up without relying on one-off emails or internal messages.

- The DriverReach team provides amazing customer support and engagement to their customers.

RESULTS

Within just two weeks of activating DriverReach, CLS recruiters were successfully hiring drivers. While going from using a manual process to leveraging a full-service ATS solution like DriverReach could have been difficult for the team to adopt, the CLS team saw immediate results in three main areas:

1 **A streamlined application process**

With DriverReach in place, recruiters no longer have to put drivers through the 'touchpoint terror' application process that so many other ATS solutions encourage. Recruiters can now keep a steady pulse on all candidates as they move through the onboarding process and immediately pinpoint where drivers are going dark. CLS recruiters can proactively nurture and guide them through the onboarding process. With this visibility and insight into how processes are impacting candidates, CLS leaders can make better, more strategic decisions to help the company grow and expand into new markets.

The CLS team is actively embracing visibility into the CDL application process afforded by DriverReach and is using this technology to move drivers through the onboarding process more efficiently. For example, when a new application comes in, recruiters can immediately contact the driver while changing the touchpoint stage in DriverReach to 'Contacting,' letting the entire team know exactly who is contacting this driver, when contact was made, and what the next steps of the communication were. If a driver is stuck somewhere in the application process, recruiters can take action and proactively reach out.

"DriverReach also creates a great customer experience for our internal customers (team members) using [the solution] day in and day out because it's intuitive and simple to use," said Lane. "Onboarding and hiring a driver is hard. When we can create a great customer experience for both external and internal customers, we all win. DriverReach is helping us win."

2 **Decreased time-to-hire**

All driver recruiters struggle with VOE and drug screening processes, and CLS was no different. These critical steps in the application process often create long timelines for time-to-hire because they are often outsourced to other organizations. With DriverReach's proprietary VOE Plus solution, CLS is now managing all VOEs internally, cutting the overall time-to-hire down significantly. DriverReach makes this process as easy as possible, prompting recruiters along the way for zero confusion.

3 **More efficient internal workflows**

When the CLS team started using DriverReach, they were replacing Excel spreadsheets and pieces of paper that had notes written on them. The CLS team is now operating at a more efficient level without letting themselves get caught up in the 'whirlwind' of day-to-day recruiting logistics. With DriverReach, no applicant slips through the cracks, every driver has a clear follow-up plan, and the team is delivering amazing customer experiences. With all recruiting metrics and insights saved in the DriverReach platform, the CLS team can put out fires before they even start with an unprecedented level of proactiveness.

LOOKING FORWARD

As CLS continues to grow into new markets, so will the relationship with DriverReach. It's easy to scale a solution that is intuitive and simple to use, and now that strong processes are in development at CLS that directly involve the DriverReach platform, these processes can be easily copied across multiple locations. In the future, the CLS team will be able to leverage its growing database of drivers to locate geographical areas with a strong concentration of talent, and immediately start hiring drivers in these areas.

As a modern SaaS platform, DriverReach is willing and capable of growing with CLS, no matter what the future holds. It's easy to change, add more integrations, and go in different directions. As CLS decides to take the next steps, DriverReach will be right beside them.

"At the end of the day, we were looking for a solution that was fast, easy, and provided customers with immediate solutions. At CLS, we aim to help both customers and drivers in an honest way. With DriverReach, everybody wins."

—Trip Lane, Director of Systems & Process at CLS