



SUCCESS METRICS



Hiring (and Keeping) the Best Drivers

Ag Trucking was founded in 1978 and is still a family-run operation. It serves two primary markets: food-grade bulk ingredients (vegetable oils, vinegar, juices, etc.) and industrial dry bulk commodities such as lime and sand. The company has a well-deserved reputation for safe, professional drivers that can meet the demands of these markets.

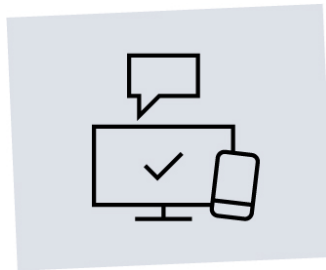
To attract and keep this level of talent is not easy, though. It takes the entire team from President Tim Boehlke down to every dispatcher to make it work. Ag Trucking focuses heavily on building a great team and meeting the needs of both clients and drivers.

Equipment Refresh

Like many carriers, Ag found itself several years ago facing a turnover rate that was frustrating their potential growth. To respond to this problem, they chose to partner with Stay Metrics to find out what their drivers were saying.

After they conducted their first Annual Driver Satisfaction Survey, Ag discovered that one of the lowest scoring areas among their drivers was "equipment." Drivers were not satisfied with the tractors they drove, and the survey results gave the company the information it needed to make the right move for retention.

During 4th quarter 2017, the first new tractor in this equipment refresh program went into service. This new model was designed to be both driver and environmentally friendly. Over the next several years, Ag Trucking went from **an average truck age of 5 years to 2 years**. And drivers were showing their approval. Tractor satisfaction scores went up in just one year and stayed high through the present.



Results Rundown

Ag Trucking is a well-respected liquid and dry bulk carrier that attracts some of the best and safest drivers. To keep them, though, they needed to think creatively and respond to driver feedback.

- **Early surveys showed that drivers were dissatisfied with their tractors. Ag responded by replacing them, dropping the average truck age from 5 to 2 years.**
- **Ag Trucking uses the rewards website to facilitate its company store and driver engagement efforts.**
- **12-month rolling turnover dropped by 16.1% between 8/2017 and 4/2019. Over the same period, Ag's fleet increased by 11%.**

Today Ag Trucking is focused on continued growth and finding new ways to respond to their drivers' needs.

STAY
METRICS
Driving Retention



Driver Investment & Engagement

One of the unique approaches Ag Trucking took with this equipment refresh was to host a survey on their Stay Metrics administered rewards program for two different paint designs for the new trucks. They let the drivers decide, giving them another level of investment and engagement into the new tractors that were coming in. Not only this, but the fact that this survey was offered was a very clear sign that the company was listening to the drivers and acting on what they were saying.

Another great use of the Stay Metrics rewards site Ag chose was to host a company store on the website. Before joining Stay Metrics, the company had no formal mechanism for drivers to acquire company apparel and similar branded items, like their popular model truck.

The rewards site gave them the infrastructure they needed to handle and fulfill these orders. Not only do Ag drivers have access to Stay Metrics' extensive rewards catalog, but they can also choose to redeem their points by getting Ag Trucking merchandise, which helps create a sense of driver investment and belonging in the company.

Into the Future

Today Ag Trucking continues pushing to grow and treat drivers even better. After the equipment refresh was underway, the company decided to tackle dissatisfaction with the benefits package next. With the upgrades they put in place, Casey Stump, Vice President, says that they are in the amazing position of being "full" on drivers.

The numbers from the Stay Metrics database support his observation. **Between August 2017 and April 2019, Ag experienced an 11% growth in its fleet size and dropped rolling 12-month turnover by 16.1%.** Stump says of the Stay Metrics partnership, "They've been a good partner and a key component of us reducing our turnover and increasing our driver count."

He adds that he looks at every one of the Onboarding Surveys Stay Metrics administers for Ag, both the ones right after orientation and the ones several weeks in. **Knowing what drivers are thinking early, he says, is the "best way to reduce turnover."** The future is bright for Ag Trucking, and Stay Metrics is proud to partner with them and bring the voices of their drivers forward.

About Stay Metrics

Stay Metrics helps trucking companies engage, reward and keep their best drivers through an industry-leading suite of driver surveys. After running responses through our scientifically rigorous models, carriers gain a deep understanding of driver behaviors and attitudes that drive retention.

Stay Metrics also offers a custom branded loyalty rewards program to recognize driver performance on key metrics. We create a fully featured website to support your program and to serve as a communication hub for drivers. Add in our DRIVE SAFE and DRIVE FIT interactive training modules, and we think you will agree that Stay Metrics offers the most comprehensive driver retention toolkit on the market.

Call us or check us out online if you are ready to drive retention.
1.855.867.3533 | [StayMetrics.com](https://www.staymetrics.com)

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