



SUCCESS METRICS



Built by Truckers for Truckers

One truck. One owner. That's how Brady Trucking began in 1980 when Larry Brady began his business. However, things did not stay that way...

In the '90s, Brady focused on purchasing more trucks, bringing on more Drivers,¹ and building the business. Things really shifted into high gear when Brady partnered with future President/CEO Chuck Johnson to form partnerships with some of the largest oil field service companies in the world. Over the next three years, Brady Trucking doubled in size twice.

This growth continues to this day. The carrier now has around 350 Drivers, and the goal for the next few years is even more aggressive. By 2020, they plan to be a 500 truck company.

Becoming a Leader in Retention

To meet this ambitious goal, Driver retention is at the top of 2019's key executive initiatives. It is impossible to grow a fleet when recruiters are too busy replacing Drivers that leave.

"We recognize that retention is the key when it comes to our future growth" – Chuck Johnson, President/CEO

Brady Trucking faces a unique challenge, too, because it primarily works in oil and gas. Drivers spend long periods waiting and then have periods of high-intensity activity that is both physically and mentally demanding. They need to go from 0 to 100 and back to 0 many times a day.

Despite this difficulty, Brady Trucking's leaders are committed to being a leader in retention. They made the forward-thinking decision to bring on Jason Crowell as the manager of not only recruiting but also retention.

Addressing Early Turnover

One of the tools Brady used to craft its solution was the Stay Metrics onboarding surveys. These surveys check in with Drivers at key points after their hire dates to see what their expectations of the company are and, later on, if those expectations are being met.

¹We have capitalized the title "Driver" throughout this case study because Brady Trucking always capitalizes it in all its materials, just like you would the titles CEO or Safety Manager.

Results Rundown

Brady Trucking is growing fast and set to accelerate even faster in the coming years. Addressing Driver turnover, especially early Driver turnover, is a key objective to making this happen. Brady wants to be known as a leader in retention.

- **Driver turnover has dropped by 31% in one year with Stay Metrics.**
- **They have a goal of an additional 20% reduction this year.**
- **Stay Metrics Surveys identified pay expectation gap; the team addressed this concern.**
- **Applause awards are used extensively and will be shared with the entire team this year.**

Brady Trucking is well on its way to meeting its ambitious goal of running 500 trucks by the end of 2020. Stay Metrics is proud to be a partner on this journey.

STAY
METRICS
Driving Retention



**Reduction in
turnover by
31% in the
first year!**

After starting with Stay Metrics in January 2018, Crowell and Johnson learned from their initial reports that Drivers' expectations on compensation were not being set appropriately.

What Crowell found was that recruiters were not being dishonest about how much a Driver could make, they just were not explaining the ramp-up to that level new Drivers should expect. Drivers were coming in expecting the pay they could get once they were fully oriented and trained.

The solution devised was a Driver expectations worksheet that each new hire would fill out. It specifically asks Drivers to list their expectations for compensation. Then they receive a response that lets them know exactly what will be required to reach that level. This process takes the guesswork out of Drivers' expected pay. It also reassures potentially unsatisfied Drivers that their expectations will be met soon.

This new system has worked. A reduction in early turnover has helped Brady reduce its overall turnover by 31% in just one year! They have the goal to reduce it by an additional 20% in 2019.

Rewards and Applause Awards

Another key aspect of Brady's retention solution is its Stay Metrics rewards program.

Drivers have the opportunity to log in and redeem points they have earned for completing training, attending safety meetings, or meeting other objectives. Crowell notes that the leaderboard, which shows how many points each Driver has earned in the current month, keeps competitive Drivers logging in frequently.

Applause awards have been the most exciting part of the rewards program for Brady. These awards allow any manager to award Drivers when they notice them doing something well or going above and beyond. Each award also includes a message from the manager, letting the Driver know exactly what they did right.

These awards have been so successful for Brady that a new initiative for 2019 is to share applause awards and messages with the entire company, so Drivers know who was recognized and for what.

About Stay Metrics

Stay Metrics helps motor carriers realize Retention. Not Regrets. Its industry-leading retention toolkit includes onboarding, exit, and annual satisfaction surveys as well as a fully featured online rewards platform. Robust reporting tools, targeted driver intervention opportunities, and insightful client support teams all give carriers actionable data on what is causing turnover in their driver workforce and what changes might reduce it. These tools help drive down expenses, foster fleet growth, and improve the lives of drivers.

Stay Metrics is based at Innovation Park at the University of Notre Dame in South Bend, IN, and was recently named a "Best Place to Work in Michiana" by the *South Bend Tribune*.

Call us or check us out online if you are ready to drive retention.
1.855.867.3533 | StayMetrics.com

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