



Load One and the Expedite Niche

Starting in 2003 as a truckload carrier, Load One soon found their niche in transporting highly valuable cargo with strict delivery deadlines. At the suggestion of the company's first dispatcher Jennie Bader, CEO John Elliott and his team brought on their first expedite driver. Fast forward to 2018, and Load One tops the expedite charts as the third largest US carrier in that market.

Load One's motto — **"The Future Belongs to Those Who Deliver"** — embodies Elliott's approach to company culture. "Delivering" each day is not just about getting the job done. It also means committing to respect drivers, employees, and customers personally and professionally. Elliott wants each driver to have the best training, the best technology, and the best experience possible so they can then provide unparalleled customer service.



Barrier to Growth

In order to continue growing and hold its place as the third largest expedite carrier in the United States, Load One needed to reduce the amount spent on recruiting and training drivers. Although they had a good turnover rate in 2012, it was not enough to break through and reach the next level of company growth. Faced with this dilemma, Elliott considered two possible approaches: increase the recruiting budget and sign-on bonuses to attract new talent or increase the company's driver retention rate.

Driving Retention

Elliott chose to focus on retention, an unconventional approach at the time but one that made great business sense to him: "It just seemed like money better spent and more logical in the long run to retain what you have and grow that way versus constantly pushing to recruit what you don't know."¹

Load One chose to partner with Stay Metrics to design their retention solution.

¹ Huff, Aaron. "Return on Retention: Load One builds a model for growth based on based on keeping drivers." *Commercial Carrier Journal* (December 2012).

Results Rundown

Load One sets itself apart in retention.

CEO John Elliott is committed to respecting Load One's drivers, employees, and customers personally and professionally.

Load One needed to reduce the amount spent on recruiting and training drivers, and at the same time, increase the company's driver retention rate.

After partnering with Stay Metrics:

- **1st year: Early stage (first 90 days) driver turnover rate of 39.4% DOWN from 51.3%.**
- **Between September 2016 and September 2018: trailing 12-month annual turnover went from 74.3% to 25.8%.**

Load One's investment into their drivers through the Stay Metrics platform helps them buck the industry-wide trend of increasing turnover.

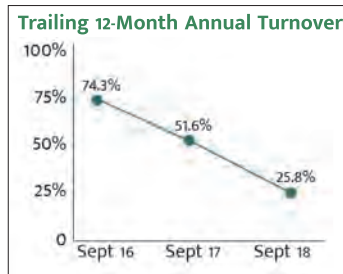
STAY
METRICS
Driving Retention



Driving Retention cont.

During their first year with Stay Metrics, Load One had an early stage (first 90 days) driver turnover rate of 51.3%; after only one year, this rate dropped to 39.4%. The improvement only continued into their fifth year, when early turnover fell to 36.4%.

Today, Load One's investment into their drivers sets them apart in retention. The ATA recently reported annualized turnover for large carriers was up to 98% in Q2 2018. In sharp contrast, Load One significantly decreased turnover over the past two years. Between September 2016 and September 2018, trailing 12-month annual turnover went from 74.3% to 25.8%.



John Elliott
CEO/Load One

The Tools to Drive Retention

When they started working with Stay Metrics, Elliott and Load One set the goal of improving their retention by creating an industry-leading driver experience. To do this, they survey their entire fleet annually to get a sense of their drivers' opinions on the company. In addition, they focus on newer drivers with our Day 7 and Day 45 orientation surveys. As a result of this feedback, Load One made a host of changes drivers wanted to see across their organization, including improving orientation and the early driver experience.

Load One also launched the Gold Rewards program on Stay Metrics' platform. This innovative site allows drivers to earn points based on their job performance and their longevity with the company. These points can be redeemed for thousands of high-quality items at any price point, such as televisions, books, housewares, or even hotel stays and cruises, all on a convenient rewards website managed by Stay Metrics. This site also serves as a hub for Load One to share company news and for drivers to access training resources.

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.
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