



White Paper

# Driver Retention and Satisfaction

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# Driver retention and satisfaction

They say the robot trucks are coming. And, if the science bears out, that may well be true—one day. But if you're moving freight today, then skilled, dependable and—above all—safe truck drivers are an absolute necessity for your fleet.

## Top concern for fleets

If you've been paying even cursory attention to industry news, you understand that driver retention and satisfaction has been a massive challenge for North American fleets for over a decade now.

According to the American Transportation Research Institute (ATRI), the Top Fleet Concerns facing trucking in 2021 were:

- The ongoing driver shortage
- Driver retention
- Driver compensation

In other words: drivers, drivers, drivers!

## What causes dissatisfaction

The underlying causes of driver dissatisfaction and related retention issues are many and highly complex. But, at its core is this stark reality: being a professional truck driver today is a highly stressful and demanding job that requires long periods of isolation away from family and friends.

Moreover, competition among fleets for skilled drivers is intense. That fact, combined with long periods alone can cause perceived slights or unresponsiveness from fleet headquarters to become relationship killers.



In far too many cases, unhappy drivers feel they have no option other than to leave one carrier for another, often for a pay increase of a few cents a mile. And, in many cases, these departures could be avoided, provided fleets are aware of what makes drivers unhappy, and what motivates them to climb behind the wheel in the morning and guide an 18-wheeler another 600 or 700 miles down the highway.

An ATRI survey from December 2021, looked at Motivating Factors and Levels of Satisfaction<sup>1</sup> for professional truck drivers and found that the three top issues for company drivers were:

- Job security and stability
- Income
- Healthcare and retirement savings

<sup>1</sup> ATRI, (December 2021) "Owner-Operators / Independent Contractors in the Supply Chain" <https://truckingresearch.org/2021/12/01/owner-operators-independent-contractors-in-the-supply-chain/>



## Driver-specific pain points

The elements previously mentioned are important issues for fleets to adequately address, of course. But these motivating factors are also universal concerns for workers and employees in any number of industries and jobs. On top of them, truck drivers also face a multitude of professional and regulatory challenges that are simply nonexistent in many other businesses or industries.

Even if you're doing a good job ensuring that your fleet offers competitive pay, benefits and job security, failing to address industry-specific pain points for professional drivers can wreak havoc with your driver retention numbers. And that can be an expensive proposition.

In addition to disruptions and delays, replacing experienced drivers is costly. Studies show that it can cost a fleet several thousands to replace a single driver, going over \$20,000 with a hazmat endorsement on their commercial driver's license.

## Driver-focused solutions

One proven way to help retain drivers and boost their job satisfaction is to understand that they are professionals. They want the best tools possible to help them do their jobs safely, reliably and efficiently, day-in, and day-out, while avoiding unnecessary downtime and regulatory issues.

One obvious way to accomplish that goal is to provide your drivers with technology investments that can deliver the operational and data quality improvements they demand.



It's admittedly an expensive proposition. But, bear in mind that not acting on new technology, or picking the wrong technology for your drivers can be even more costly in the long run.

At ISAAC, we are 100% dedicated to trucking. That means we are dedicated to the driver. We are dedicated to understanding your driver's day—and making it better.

To do that, ISAAC increases automation in an easy-to-understand way that eliminates clicks and helps drivers maximize every minute of their work day. And it also means that we will be right by their side—and yours—in the event that something goes wrong.



# Fighting driver frustration



**New technology is great—when it works as advertised, of course. But too often, new technology quickly becomes outdated, old technology. And drivers catch on to that fact before fleet managers do.**

**Even with cutting edge technology, there can be frustration behind the steering wheel. When it comes to new, dynamic, real-time electronic logging devices (ELDs), for example, many new models can have too many apps, or input steps for time-crunched drivers. Or they can have steep learning curves that require intensive training.**

## **Technology charmers for drivers**

What do drivers want to see in new ELDs and similar technology aids? According to feedback from ISAAC users, they are primarily looking for:

- Ease of use
- Fast response and communication times
- Simple and easy DVIR process
- Easy hours-of-service module
- Good tablet quality and durability

In the real world, these features have measurable quality of work benefits for drivers. That's because ISAAC addresses the key point of poor communication inherent in many ELD designs which can lead to delays and miscommunication between drivers and dispatchers.

Because ISAAC technology is timelier and more accurate from the outset, when changes are made, they are automatically relayed to the driver as a matter of course. This holds true for route and delivery changes when the driver is on the road. Drivers can also confirm



that they are connecting to the correct trailer for their route. In a large freight depot or yard, this is an often-overlooked detail—and most valuable feature—that prevents lost time and frustration for drivers.



## Simplicity wins

Keeping things simple is another key component of reducing driver frustrations and improving job satisfaction. That can be a major challenge when dealing with government agencies and compliance issues. But specific ELD features can help on this front as well, which is why ISAAC's ELD solution:

- Automatically updates corresponding hours-of-service status when drivers report activities such as loading or performing DVIRs in a reliable, hassle-free way
- Instantly synchronizes driver logbooks and trip sheets to ensure consistent reporting
- Adjusts ELD regulations and functions automatically at border crossings
- Supports all federal and provincial/state regulations
- Enables DVIR with picture-taking capabilities that is customizable for trucks and trailers across different operations
- Ensures always accurate logbooks that do not rely on the cellular network to get updated
- Helps improve CSA safety scores by constantly increasing safety and limiting risks

And we're not just talking about simplicity inside the cab. In fact, a simplified ELD solution can help both drivers and the back office at home by providing easier:

- Per diem reporting
- Personal conveyance reports
- Log signature monitoring
- Live hours-of-service notifications
- Unassigned driving event reporting



# Technology for real-world trucking

Can new, integrated and interactive ELDs really make a difference when it comes to top driver frustrations and concerns? And can helping drivers have better experiences with ELDs on the road really boost job satisfaction?

The answer is yes. Let's look at a few examples

## Coaching to allow better MPG and driver pay

As we've seen, pay/income are top concerns for drivers today. But what if an ELD could actually help drivers make more money per trip. If your fleet offers a fuel economy bonus for drivers and you have ISAAC ELDs, then there's no need for added stand-alone, electronic fuel economy coaching systems in your truck cab. That's because ISAAC provides drivers with real-time feedback on fuel economy performance to help them deliver the best MPG numbers possible.



## Efficient routing and HOS tracking

GPS technology was a game-changer for trucking. But even the best drivers still get lost from time to time. When that happens, it can be a disaster in terms of lost pay, lost time and communication delays. To help reduce this very real driver frustration, ISAAC ELDs offer fully integrated, real-time GPS maps that drivers can quickly and safely scan. And in addition to simple concise, easy-to-understand instructions, ISAAC ELDs also provide critical hours-of-service information such as driving time remaining, and time until the next rest break.

## Automation that saves time

Perhaps the most powerful tool a modern ELD has for reducing driver frustration is the ability to automate many of the tiresome, repetitive and complex input tasks drivers were required to do manually not so long ago.

## Consider an ELD that can:

- Integrate with your transport management system (TMS) to allow pre-populated fields onto driver tablets to avoid unnecessary typing/data entry and screen taps
- Reduce errors thanks to the integrated TMS workflow and location-based activities that guide drivers through mandatory tasks step-by-step
- Generate automated arrival and departure activities at the shipper and consignee, with logbooks being automatically updated without additional screen taps/inputs or driver intervention
- Automatically update logbooks when the driver completes loading or unloading activities
- Automatically display the next action to be completed on screen when the driver comes to a stop, prompting them to stay on schedule and task-oriented



# ISAAC Driver-Focused Technology Solutions



**Giving professional drivers the best possible tools and technology to help them be more productive, safer, compliant and—yes—profitable shows that you respect their skill and professionalism in one of the most difficult jobs in our society today. And ISAAC, with our driver-focused approach to technology is here to help you deliver for them in a big way.**

## **Durable equipment designed with drivers in mind**

ISAAC ELD tablets and accessories are designed for the realities of life on the open road. This means durability built from the ground up and an emphasis on easy operation thanks to our innovative contextual, single-screen workflow design.

And because you pay your drivers to drive, and not troubleshoot IT systems, ISAAC ELD tablets feature hardware reliability on a platform designed for high uptime and consistent accuracy without relying on cellular networks.

### **The ISAAC InControl ELD Tablet features:**

- Crisp, bright, easy-to-read graphics
- Built-in functionality and intuitive operating systems
- Rugged casing to withstand drops and impact
- Weather resistant design
- Ability to operate in extreme temperatures ranging from -6 °F to 140 °F
- A 5-year life expectancy

### **The ISAAC Tablet Dock features:**

- Resistance to heavy vibrations
- Easy, one-handed use and handling
- Integrated charging
- 5-year life expectancy

All solution components described are supported by the ISAAC InMetrics gateway featuring a rugged, 10-year life expectancy on the road.

## **Giving drivers the best**

Technology has come to trucking in a big way. But splashy, fancy gadgets aren't going to cut it when it comes to giving drivers what they need to get their jobs done. Solid, robust and effective tools are always the best option—particularly in difficult, stressful jobs like truck driving.

If you want your drivers to be happy and stay the course, then giving the best possible tools and technology available to literally deliver the goods is a no-brainer.

Give your drivers the best. Give them ISAAC driver-centric technology and watch your retention rates soar.





Together,  
we **simplify**  
trucking

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