



HOW WORKHOUND HELPED USA TRUCK DRIVE CHANGE & ENHANCE DRIVER SATISFACTION

USA Truck has had a presence in the trucking industry for nearly 40 years, and the decades between its founding in 1983 and today have brought many changes and yielded tremendous growth.

The company went from having only 10 tractors in operation to currently having more than 2,000 team members, making them one of the nation's largest over-the-road truckload carriers.

That growth has been partially fueled by a continual commitment to providing drivers with the tools and support they need to find success. In the last year, WorkHound became one of those tools, allowing drivers at USA Truck to provide leadership at the company with regular, real-time feedback about what they're thinking and feeling.

USA Truck — and its drivers — are reaping the benefits of having that tool at their disposal.

“What we saw prior to engaging with WorkHound was that we did not have a good understanding of the driver experience,” says Nick Wakefield, Vice President of Human Resources, Driver Recruiting & Retention with USA Truck. “We didn’t know what was causing driver frustration, and our retention was out of control. Since we began working with WorkHound, we’ve gained valuable insight into the driver experience. We’ve truly been able to understand the triggers that were causing turnover, which has helped us lower that rate substantially.”

After drilling down into the data, the USA Truck and WorkHound teams determined that driver feedback collected through WorkHound has reduced operational turnover by an astounding 27.8%.

A KEY TOOL FOR ESTABLISHING TRUST

Building relationships with drivers and other employees is a key component to establishing trust. To build those relationships and establish trust, it's important to listen to what drivers need and want.

WorkHound enhances existing feedback mechanisms by providing a regular touchpoint with drivers, allowing them to provide “in-the-moment” information about concerns and questions.

When drivers provide feedback and then see meaningful action as a result of that feedback, trust grows.

That's evidenced in two key WorkHound metrics — the number of workers retained 30 days after they reveal their identity and the percentage of drivers willing to reveal their identities.


Since partnering with WorkHound, USA Truck has seen impactful growth in both areas, with 38.2% of drivers revealing their identities in relation to their feedback and an astounding 84.84% of those who reveal remaining with the company 30 days later.

Why is that significant? WorkHound research shows that drivers prefer anonymity when it comes to providing feedback. In fact, only around 1% of workers are willing to preemptively identify themselves alongside their feedback.

There are many reasons for that, but one significant reason is distrust built from years of working with trucking companies that previously mishandled feedback. Getting drivers to overcome this hesitancy and identify themselves requires meaningful interaction between the drivers and the company.

The reveal data is also important because it shows that in most cases, situations causing issues for drivers were resolved promptly and to their satisfaction, leading to driver retention.

Working alongside WorkHound has also allowed USA Truck to really dial into their own set of metrics to help them gain insights and improve company culture and processes.



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“We created several metrics — we really started tracking drivers by tenure and by experience,” Wakefield says. “We began to look at turnover within every group. When we expanded from the pilot and started looking at a larger group, we began to see a difference in the feedback. We saw that different groups had different needs and different concerns, so we really started to hone in on sub-groups and tracking driver managers and how their drivers were responding.”

AMPLIFYING EMPLOYEE VOICES

In nearly all companies, there will be a few “loud” voices that you hear from often. Those voices are important, but it’s also important to ensure that you’re providing all of your workers with the ability to share feedback and have their voices amplified.

That’s another area in which USA Truck has seen success. Many drivers working for the company have seized the opportunity to share concerns and other feedback, adding up to more than 1,400 total workers commenting. Together, those employees have shared more than 4,000 comments — adding up to result in actionable feedback for USA Truck leadership.

“USA Truck is leading the charge in fully amplifying the voice of their frontline workforce, and it’s making a huge impact in the satisfaction and retention of drivers,” said Max Farrell, WorkHound CEO. “Large carriers like USA Truck experience success with WorkHound because they take all feedback seriously and critically. Because of that, they’re seeing drastic results.”

Perhaps even more significant than the volume of comments, access to the WorkHound tool has enhanced driver morale and belief in USA Truck as a company. Not only has that improved driver retention in an always competitive industry, but it has also resulted in current drivers referring potential new drivers to the company.

ACTING ON FEEDBACK & ENACTING CHANGE

Much of the feedback USA Truck received, at least in the beginning phases of their partnership with WorkHound, related to what was causing drivers to seek employment elsewhere. It’s been eye-opening for leaders — and been a source of change.

“We now know where 75% of our turnover is happening, and we’ve been able to put actual plans in place to alleviate those triggers,” Wakefield says. “Specifically for us, we’re really listening to the WorkHound feedback, taking a look at it, and identifying trends. This helped me to work with our executive team to understand that what we were missing from our driver experience was the ‘storming phase,’ where you have new employees.

“We were performing really well in orientation, then patting drivers on the head and leaving them to their own devices. What we have been able to understand and have actual data around is that our turnover was being driven because the drivers didn’t understand our company, how to problem-solve, or how to assimilate into our USA Truck culture. They were getting frustrated and just leaving.”

Based on feedback, the leadership team at USA Truck added a significant component to their orientation and onboarding procedures, in the hopes of easing the transition for drivers and achieving enhanced retention.

“We’ve created a team with the sole focus of reaching out to our drivers and teaching them how to be a member of this company — how to resolve problems, how to communicate effectively to get what they need,” Wakefield says. “They come to us for a job, and it’s our job to help them be successful. We were failing at that.”

A LESSON ABOUT RECRUITING

“ I believe recruiting is a lot like sales. ”

NICK WAKEFIELD
Vice President of
Human Resources

Not only has having WorkHound as a feedback mechanism provided the impetus for meaningful change at USA Truck, but it’s also taught some valuable lessons about recruiting and retention.

“I believe recruiting is a lot like sales,” Wakefield says. “If we were converting only 3% of our sales leads, our CEO would fire us. What this feedback has allowed me to do, as a recruiting leader, is really to drill down into each segment of the recruiting cycle. It’s allowed me to look at whether we’re recruiting the right candidates, whether our orientation and onboarding procedures needed improvement. It’s helping me refine my game and get to be more data-driven and focused on how we move things forward. It’s changing how we recruit, how we lead, and how we communicate.”

Interested in seeing how WorkHound can enhance your company’s driver retention strategies and reduce turnover? **[Talk with an expert](#)** today!