

# Case Study: Conway

Hundreds of thousands of dollars in annual recruiting costs

**Headquarters:** Ann Arbor, MI

**Industry:** Transportation

**Client Employees:** 3,350

**New Hires:** 60 per month



Con-way Truckload struggled to coordinate training with newly hired drivers leading to low orientation turnout and staffing shortages. Con-way's recruiters and drivers asked to move their conversations to text message so Con-way began using TextRecruit to create personalized message campaigns. By adding text to their recruiting strategy, Con-way was able to contact new recruits more efficiently reducing orientation absenteeism by 5% and saving hundreds of thousands of dollars in annual recruiting costs.

## Engine Trouble

Successful recruiting requires seamless communication, a fact that is especially true while recruiting in the truckload transportation industry. "The workforce is very transient," explains Steve Sanchez, Supervisor, Recruiting at Con-way Truckload, "we constantly recruit remotely from all over the country and as a result struggle with new hires not showing up on their first day." Con-way reports that 25% of newly recruited drivers do not show up for their first day's orientation.

Driver absenteeism is problematic because the candidate pool is dwindling and drivers regularly call new transportation companies to test the market for better compensation. "When you combine low attendance at orientation with an industry-wide 100% annual driver turnover, it has the potential to hurt our business," says Steve, "I needed to change that."

5% ↓

REDUCTION IN  
ORIENTATION  
ABSENTEEISM

*"We use TextRecruit to schedule automated reminder messages to new drivers, which increases orientation attendance and cuts staffing costs. Text messaging is hands down the most effective way to get recruiters and drivers on the same page."*

– **Steven Sanchez,**  
Business Analyst, Con-  
way TruckloadStrategy



## Copy That

“Texting was one of the solutions that drivers and recruiters wanted,” according to Steve. Truck drivers have limited internet access on the road so email was not efficient. Recruiters found phone calls to be time consuming and were unable to verify whether their voicemails were ever received. “Many of our recruiters would have liked to start texting from their personal phones, which Con-way discouraged, so using TextRecruit made sense.”

“Getting started and building our first campaigns with TextRecruit was easy,” recalls Steve, “and my favorite feature quickly became automated scheduling.” Being able to schedule automated texts to new hires meant Steve could be more productive with his time during the week and avoid working overtime on the weekend.

## Something to Text About

By adding text to their recruiting strategy, Con-way has been able to contact new recruits more efficiently reducing orientation absenteeism by 5% and saving hundreds of thousands of dollars in annual recruiting costs. “TextRecruit is a great investment for recruiters and has delivered a tremendous return for Con-way,” says Steve with a smile.

With trucking companies expected to suffer a severe labor shortage in the coming years, truckload transportation providers seeking to increase retention and new hire attendance should try text messaging. “Text messaging is a very effective way to get recruiters and drivers on the same page.”



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