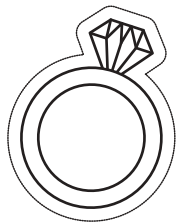# 7 Tips to Getting Your Life Back
(all while growing your business)

Stay Engaged With Your Candidates

It's less expensive to stay connected to candidates who have applied to work for you before than it is to constantly be advertising to new drivers. A candidate who applied in the past has shown he's interested in you, and there are many reasons why an application that didn't pan out the first time makes a great fit later on.

Set up a system to check in regularly with past applicants -- whether it's through an automated series of emails or a timely call from a recruiter. This will keep your company's brand fresh, so that the next time they're looking your name will be the first thing that comes to mind.

Minutes Matter, Respond Quickly

You invest a lot of time and money on ads, emails, and outreach efforts to get drivers, but many drivers that have submitted an application don't hear from a recruiter until hours later.

Remember that the window of availability to reach a driver is measured in minutes, not hours. Even reaching out 30 minutes after an app is submitted can be just as detrimental as waiting five hours to make contact. Spending money to get drivers to apply with no mechanism in place to speed up recruiter response times is effectively wasting your advertising investment. Do everything you can to put a system in place that prizes quick outreach and gets more drivers in less time.

Understand the Recruiting Process From Your Driver's Perspective

Many carriers' recruiting processes aren't always the friendliest to the people they want to hire. When roadblocks exist on the path to employment, carriers are less likely to attract good drivers. Walk through each step in your own recruiting process and picture things from your driver's perspective - he or she is often out on the road, away from fax machines and computers. If your process is paper-driven, it likely takes too many steps, which will lead a driver to give up and move on to a carrier who makes it easier for him.

Make your process as friendly to drivers as possible by using an application that can be completed on a mobile device so the driver can fill it out from his smartphone on a break when he's on the road. Drivers will appreciate a company that understands how they live their lives and strives to make things easy for them.

Engage Drivers Prior to Orientation

It's a wise decision when working with soon-to-be drivers to position them for success before they start. Sending training videos, quizzes, and forms to a driver's smartphone before orientation gives them the comfort of knowing what to expect, completing trainings and required documents before they arrive.

This engages drivers from the beginning of their onboarding journey, deepening their commitment to you and making it more likely that they'll show up to class. It will also give you insight into who is on track and who's not completing each step - and thus needs to be re-engaged.

Get Drivers on the Road Faster

On-site driver orientation can get bogged down by paperwork that often requests the same information a driver already provided during his application process. Being able to do the heavy lifting of onboarding in advance is a huge savings in time and effort for everyone involved.

Using onboarding forms that pull information directly from an online application saves the driver effort and gets the less engaging parts of orientation out of the way. Electronic forms also remove the headache of illegible handwriting on paper documents, meaning less confusion later on. The driver gets to fill out paperwork with less effort and when it's convenient for him, and you get to save time in your orientation classes, fill your trucks, and get drivers on the road faster.

Ditch the Paper for Safety's Sake

Paper slows down every part of your business but creates some of the biggest hazards in your safety department because information changes over time. Drivers move or change their number, rendering key information provided on their job applications inaccurate. Accidents happen on the road, necessitating updates to DQF files. Licenses expire, generating new paperwork that is easy to overlook.

When you use a paper process, your information is always out of date. Digital driver files and applications, on the other hand, can be updated instantly, with those changes visible to everyone at your company. Even better, using software that notifies you about documents that are about to expire makes it easy to keep up with the pace of business and stay compliant with regulations as well.

Don't Get Sued and Stay Compliant

Managing compliance is the part of your business that can always feel like tomorrow's concern - it's hard to worry about whether your application meets DOT regulations when there's a stack of drivers to interview or an orientation class to lead. But failing to stay compliant can endanger your business and lead to huge problems in the long run.

For example, if you don't have an adverse action procedure in place and fail to notify a job candidate you choose not to hire based on something you found on a consumer report, you could quickly become part of a class action lawsuit against companies that don't follow regulations. Have a legal expert review your key processes and documents and use technologies that prioritize staying up-to-date with the latest compliance changes to protect yourself from risk.

Want to learn how Tenstreet can help?

Take the first step!

Contact us at sales@tenstreet.com or 877-219-9283 and get your life back.