Tenstreet

Total Transportation Taps Tenstreet to Drive Growth

The Mississippi-based national carrier streamlines its driver orientation and onboarding processes by going digital with Tenstreet, quadrupling its number of orientation sessions and decreasing its per-driver hiring cost by approximately 20%.

PROBLEM

At the start of 2020, Total Transportation set an ambitious goal: grow to 1,000 trucks by the end of 2022.

The target would increase the Jackson, Mississippi-based carrier's fleet 12% from its total of about 890 trucks at the time. Of course, that growth would depend on recruiting more drivers to operate the additional vehicles.

Yet in a matter of months, the COVID-19 pandemic hampered the recruiting landscape, with many potential drivers opting to stay home due to health concerns, stimulus payments, and the reduction in amenities on the road.

"It was very difficult to get people in here to drive," says Molly Berch, Total Transportation's hiring and compliance manager. "It was a rough couple of years."

SOLUTION

The outlook improved in 2022 as the pandemic waned, restrictions loosened, and more people were ready to go back to work. Total Transportation saw an influx of driver candidates, which meant the company needed to streamline its orientation and onboarding processes to keep up with the flow.

Although Total Transportation had already been using the Tenstreet digital platform in a limited capacity for driver applications, the company decided to go all in by incorporating their array of hiring forms and procedures into the driver recruitment and management solution.

The decision to harness the power of Tenstreet helped Total Transportation quadruple its number of driver orientations to four sessions per week, cut its hiring turnaround time in half, and decrease its per-driver hiring cost by approximately 20%. Those improvements enabled the carrier to achieve its growth goal ahead of schedule.

TOTAL

Total Transportation was founded on the cornerstone concept that safety and service always work hand-in-hand. They are engines of equal horsepower that stand behind the success of their trucking company.

Today, Total has three corporate terminals, multiple secure drop yards, more than 900 trucks, and a wonderful team of over 1,300 employees.

> *"Without the improvements to the orientation and onboarding processes that we have been able to make with Tenstreet over the last two years, we would not have been able to grow to 1,000-plus trucks as quickly as we have."*

Molly Berch

Hiring & Compliance Manager

OUTCOME

Three decades after its humble beginning with three used trucks, Total Transportation has transformed into a national carrier that hauls everything from food to construction supplies to hazardous materials.

Operating out of its headquarters in Jackson, the company's trucks carry freight for local and regional businesses as well as long-haul cargo for major retailers, traveling throughout the 48 contiguous states.

The drivers themselves come from all over the country, many straight out of CDL school. Total Transportation operates a post CDL school training and testing program through which student drivers can "upgrade" to full-fledged truck drivers in about a month.

In 2022, Total Transportation ushered in 360 successful upgrades, which were a key contributor to the company's growth. The steady flow of upgrades and other new hires kept the company's orientation and onboarding team busy, but they tapped Tenstreet to help them drastically cut the time it took to get the new drivers on the road.

"We basically integrated every process in our orientation into Tenstreet," Berch says.

From a compliance standpoint, Berch says she relies on the highly customizable reporting in Tenstreet. She can easily run a report on, for instance, "How many drivers do I have whose CDL expires in January?"

Tenstreet's multifaceted tools were essential in empowering Total Transportation to expedite its orientation and onboarding processes.

As Total Transportation more fully leveraged Tenstreet in 2022, the carrier ramped up its orientations from one to four per week. They now steer 50 to 60 drivers through the process on a weekly basis.

The company also cut its onboarding time approximately in half. Berch gives much of the credit for these successes not only to Tenstreet's technology, but also its customer support.

"Our account managers have helped us immensely in getting this process shortened from a week to hire to a three-day turnaround time," she says.

Tenstreet also enabled Total Transportation to go paperless, saving time and money while making it easier to manage files.

"We put all forms and everything else we need to build drivers' files in Tenstreet," Berch says. "By not having to print out and file everything, we eliminated a lot of busywork and inefficiency."

By boosting efficiency, as well as identifying disqualified candidates before they even show up for the company's paid orientation, Tenstreet has played a major role in Total Transportation's big decrease in cost per hire. Over the last two years, the carrier's average cost per hire has been decreased by 20%.

Building on those wins, Total Transportation is now expanding its use of Tenstreet beyond recruiting and onboarding.

"We are folding in some of our operations, payroll, and HR processes into our existing Tenstreet setup in an effort to utilize it across multiple departments," Berch says.

Getting drivers behind the wheel faster and at a lower cost helped Total Transportation surpass its growth goal a month before the end of 2022.

As of early 2023, the company's fleet was up to 1,020 trucks, while keeping their open truck count at about half of what it was in previous years.

For more information on Tenstreet's driver onboarding solutions, go to www.tenstreet.com/onboarding

WHY TENSTREET?

Tenstreet offers an abundance of features to streamline the onboarding process, including:

Forms Capture: Candidates can fill out forms online before or during orientation, shortening class times.

Confirmation IntelliApp: Carriers can send drivers a recruiter-modified version of their application for them to confirm and sign digitally.

Training Content Library: Tenstreet offers an interactive video training and testing library that engages trainees and shortens orientation.

Document Uploader: Drivers can upload pictures of documents and licenses from their mobile device, making it easier to keep files up to date.

Pulse MD: This electronic chain of custody allows drug testing and physicals before drivers arrive at orientation, saving time and giving carriers real-time updates and results.

Task Manager: Carriers can create forms for onboarding within their dashboard, manage courses, and assign tasks to drivers.