



## TIMCO LOGISTICS

CASE STUDY

# Timco Logistics Rolls Out Full Suite of Tenstreet Tools, Boosts Hiring and Efficiency

Timco Logistics, a Texas-based trucking company, has harnessed the power of Tenstreet's interconnected solutions, bringing benefits in driver recruitment, retention, and safety.

When Megan Robbins arrived at Timco Logistics Systems in April 2022, Tenstreet was on the team, but it wasn't getting much playing time.

The Texas-based trucking company was making limited use of the Tenstreet platform, mainly to house driver applications and run background checks. "We weren't using Tenstreet to its fullest capabilities," said Robbins, Timco's manager of driver recruiting.

The company had been spending big bucks on job ads — with lackluster results. There was also room for improvement in the hiring and onboarding processes, which could be cumbersome, and in keeping driver files organized and compliant.

Having previous experience with Tenstreet's driver recruitment and onboarding solutions, Robbins made the case for a broader rollout at Timco, and company leadership gave her the green light.

Now Timco is bringing in more applications from higher-quality candidates while spending half the amount on advertising. The company is also hiring and onboarding new drivers quicker than it was a year ago.

"When I started, we had two to four new drivers in orientation per week," Robbins says. "Now we have about eight to 12 new drivers a week."

### **BOOSTING JOB LEADS BY 50% AND CUTTING RECRUITING COSTS IN HALF**

Timco runs a fleet of 270 trucks that travel throughout its home state of Texas and across the contiguous 48 states. The company hauls cargo in dry vans, box trailers, and flatbeds, as well as in shipping containers out of the Port of Houston.

Headquartered south of Dallas in Waxahachie, Texas, Timco also operates terminals outside of Houston in Pasadena, Texas, and in Montgomery, Alabama.

The company employs about 270 drivers and is working to grow that number by increasing recruitment while reducing turnover of existing drivers.

"We're always hiring, and we're always finding different ways to better retain our drivers and keep them engaged," Robbins says.

On both of those fronts, Timco has benefited by tapping more tools from Tenstreet.

For job marketing, the company had been working with a third-party media company, spending around \$12,000 to \$14,000 per month on advertising that brought in about 150 to 200 leads per month.

In 2022, Timco switched to Tenstreet's Job Store, an advertising marketplace that aggregates more than 15 job boards. With Job Store, trucking companies can:

- Send unified job listings to multiple job boards.
- Update all of the listings simultaneously, from one place.
- Choose from broadly popular job boards like Indeed and ZipRecruiter, plus targeted sites for commercial drivers like justCDLjobs.com, TruckDrivingJobs.com, and Veterans in Trucking.
- Pinpoint job ads to specific criteria, yielding higher-quality applicants.
- Place postings in front of more than 270,000 drivers per month.

For Timco, Job Store not only delivered better results — it cut the company's advertising costs in half.

"Now we're only spending about \$6,000 per month, and we're getting about 300 leads per month," Robbins said. "I absolutely adore Job Store."



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"Just learning how to use the system in general has been very eye-opening for some people — they're saying, 'Wow, I wish I had known this a long time ago,'" Robbins says. "The company is happy, and everyone has been very receptive to the changes."

**Megan Robbins**

Driver Recruiting  
Manager

## EFFECTIVE SURVEYS TO MONITOR MORALE FOR HIGHER RETENTION

To boost retention of existing drivers, Timco turned to Tenstreet's Insights tool, which sends drivers surveys based on market research to provide a clear look at their experience and to reach more at-risk drivers.

"We send our drivers Insights surveys after orientation and every quarter, and it's helping with retention," Robbins says.

Company data shows a significant boost in retention: When Timco implemented Insights in August 2022, the company had 242 drivers at 100% turnover. Less than a year later, in June 2023, Timco had 261 drivers at 94% turnover.

In another new effort to monitor morale, Timco started using Tenstreet's FleetCheck feature, which sends drivers a weekly two-question survey for a quick checkup. "We use FleetCheck to make sure our drivers are engaged, and that we're addressing their issues in real time," Robbins says.

Tenstreet pushes out the surveys to drivers through the Pulse app, which Timco has harnessed more broadly to better communicate with its existing drivers and engage with applicants and new hires.

"We can text them, email them, send them onboarding forms — it's an amazing way to communicate, and it helps streamline the process," Robbins says.

Moreover, Tenstreet's data has shown that carriers using Pulse messaging are 50% more likely to convert an application to a hire.

## MOCK AUDITS FIND ZERO SAFETY INFRACTIONS

In the realm of safety management, Timco has tapped a new Tenstreet feature that guides drivers through all of the information they need to input if they get into an accident. "That really helps us stay organized," Robbins says.

Timco has also bolstered compliance with federal regulations by implementing checklists in Tenstreet, "making sure every person who's touching applications is doing what they need to do and getting everything complete," Robbins says.

A recent mock audit confirmed Timco's solid compliance. The company's insurance provider inspected its driver files and found no faults. That was a big improvement compared to a previous mock audit, before Timco had completely digitized its driver files in Tenstreet.

"It was a huge success for us to pass the mock audit with no infractions," Robbins says.

A year since the company launched its more comprehensive implementation of Tenstreet, Timco is now using at least one solution from each of Tenstreet's service categories — recruiting, safety management (which includes onboarding and training), retention, and marketing.

While each service category offers its own benefits to the company, the combination of tools has proved to be even greater than the sum of its parts.

## POWERFUL INTEGRATION OF TOOLS BACKED BY EXPERT SUPPORT

Like other trucking companies that have adopted Tenstreet solutions in more than one service category, Timco has increased efficiency through an interconnected platform. "I love that I have one platform to come to where I can do my entire job — instead of having to work in five different programs," Robbins says.

The broader rollout of Tenstreet has been a hit across Timco.

"Just learning how to use the system in general has been very eye-opening for some people — they're saying, 'Wow, I wish I had known this a long time ago,'" Robbins says. "The company is happy, and everyone has been very receptive to the changes."

Cecil Hansen, a driver with Timco for nearly four years, said he appreciates the ease of providing feedback through the Pulse app.

"I like that Timco allows us to send real-time issues through Pulse," Hansen said. "I think it will help a lot with communication."

Strong customer support has been another highlight of Timco's experience with Tenstreet. Robbins says that the Tenstreet team responds quickly to requests for assistance. "If we need anything, we hear back from someone within minutes," she says.

Robbins also credits her Tenstreet Job Store representative with playing a key role in Timco's recruiting success. "He's constantly checking in on me — 'Did you get this position filled?' — and he helps get quality applicants and weeds out those who aren't showing interest," Robbins says.

Another perk for Timco: Tenstreet often adds new tools tailored to trucking companies. For example, Timco has tapped into a new rewards feature, in which drivers can earn points for anything the carrier deems important, like safe driving, filling out surveys, or completing assigned trainings. The points go into the drivers' digital wallets in the Pulse app, and they can redeem them for gift cards from a long list of popular restaurants and retailers.

"It's another way for us to give our drivers a pat on the back, and they're really excited about it," Robbins says.

The new rewards tool and other aspects of Tenstreet have helped Timco sustain a strong corporate culture, which Robbins says is key to keeping the operation running smoothly. "We really pride ourselves on having a good culture," she says, noting that respect starts with listening, which opens the door to solving problems with respectful solutions. "We want all of our staff and drivers to be happy and feel like they belong."

Hansen is among the Timco drivers who have given the new rewards program positive marks.

"It's a great way to boost morale and say thank you to the drivers," he said.

## WHY TENSTREET?

Tenstreet offers an abundance of features to streamline the entire driver lifecycle, including:



### Job Store:

Job Store simplifies advertising by listing openings on multiple job boards through one platform, ensuring consistent attribution measurement to identify top-performing platforms, streamlining recruitment budget allocation.



### Insights:

Insights empowers carriers to survey drivers at all stages of employment, retaining top talent. Integrated within Driver Pulse, surveys enable timely feedback, analytics highlight concerns, and interventions address issues, ensuring a happier fleet.



### FleetCheck:

A quick, two-question engagement and retention survey sent to your drivers through Driver Pulse that serves as a continual assessment of the overall health of your fleet.



### Safety Management:

Gain complete visibility into a driver's history, enabling heightened compliance and seamless integration from pre-hire to post-hire, with features like CSA data, telematics integration, claims management, document sharing and training.



### Pulse Rewards:

Rewards makes it easier for carriers to thank drivers in a fun way, with points that can be redeemed before, during, or after a driver's tenure. Drivers can exchange rewards for gift cards at popular merchants such as Flying J, Amazon, Bass Pro, Walmart, Doordash, and more.