

# Weigh Station Bypass

## A Recruitment & Retention Tool

Weigh station bypass programs are commonly associated with increasing on-route time, delivering freight more quickly, and saving money. All of these benefits help fleets gain a competitive advantage, but a recent survey has shown that bypass programs are also great for recruiting drivers and reducing driver churn.

- *Attract more drivers*
- *Decrease driver turnover*
- *Save money, time and fuel*

### ACCORDING TO A 2015 SURVEY<sup>1</sup> OF 600 DRIVERS

# 3X

When comparing otherwise identical job opportunities, drivers are **3 times more likely** to choose a job at the company that provides a weigh station bypass service as a free benefit.

# 65%

**65% of drivers** said that they are more likely to stay with a company if they provide company-paid weigh station bypass service as a benefit.

# \$2000

Drivers perceive the value of a company-paid bypass service to be worth more to them than **\$2000 a year**, while saving them more than 7.5 hours of drive time each month. Since the average fleet pays less than \$170 per year to subscribe a driver to Drivewyze, providing company-paid bypass is a cost-effective way to reduce driver churn.



# Drivewyze™

## Attract and Retain More Drivers

According to American Trucking Associations, driver turnover is at an estimated 90%<sup>2</sup>. The shortage is estimated to be between 35,000-40,000 drivers and it is expected to get worse. The ability to attract and retain drivers gives fleets a competitive advantage.

To attract and keep drivers, companies are providing a wide variety of incentives, such as sign on bonuses and medical benefits. So what else are drivers looking for? According to a recent survey, company-provided weigh station bypass was identified as being a valuable benefit. Bypassing weigh stations allows drivers to obtain on-time performance more frequently - helping them meet Hours of Service requirements and get home faster.

In a 2015 Drivewyze survey, company-provided weigh station bypass service was ranked as being very valuable to drivers. In fact, it was ranked even higher than non-core benefits such as fuel cards or sign on bonuses.

## What do truck drivers really want?

Top 10 Employee benefits as ranked by drivers in a 2015 Drivewyze survey<sup>1</sup>

1. Pay
2. Time off (vacation, home time)
3. Core benefits (medical, retirement)
4. Rider policy
5. **Company-paid bypass service**
6. Fuel discounts
7. Sign on bonus
8. Internet access
9. Navigation
10. Pet policy

## Furthermore, the survey showed that

**99%** of survey respondents rated weigh station bypass to be important to their daily operation.

**62%** of drivers whose bypass service is company-paid felt more positive about their job and company.

**79%** of drivers who are not currently receiving a company-paid bypass service said that they would view their job and employer more positively if they did.

Despite the high value that drivers place on receiving a company-paid bypass service, and despite all the recruitment and retention benefits that can companies can gain by offering it, less than 50% of drivers surveyed said that they work for a company that provides paid weigh station bypass<sup>1</sup>.

**The results are clear:** companies that provide a weigh station bypass service as a driver benefit have a chance to stand out in the crowd, particularly when competing for new drivers. Talk to us today about deploying the Drivewyze bypass service for your fleet.

*Contact a Sales Representative*

**1-888-988-1590**

Weekdays 8AM to 9PM ET

**www.drivewyze.com**