

# Large U.S. trucking company resolves driver retention issues using voice analytics.

## Situation

With the trucking industry having faced a shortage of drivers for many years, this nationwide company decided to shift its focus to driver retention. Driver churn was increasingly common due to many factors outside of the companies' control. With no advanced indication that a driver was at risk of leaving, the business was looking for ways to get in front of this problem and actively get engaged to prevent the loss. With a complex mix from telephony to cloud unified communications platforms being used to communicate with drivers across the country, the company found it increasingly difficult to accurately monitor their drivers' well being.

The only common ground was the company's truck dispatchers that were in regular contact with their drivers. These calls served as a routine check-in with their drivers and also included general administration and logistics. The company needed a solution that could monitor these calls and identify or more accurately predict the likelihood of a driver wanting to leave the company before it happened.

## Use Case

- Record and analyze all required voice conversations
- Rapidly deploy across on-prem, hybrid and cloud
- Keyword tagging & sentiment analysis
- Visualize data via business intelligence dashboards

## Solution

With its ability to record, store and analyze conversations across on-prem, hybrid or cloud communication systems, CallCabinet's Standard Analytics were deployed to monitor all voice conversations between the drivers and the truck dispatchers. The company could now use a single solution to set notification alerts on specific keywords and phrases while also obtaining valuable information on the emotion, sentiment, tone and pace of these conversations.

Having access to both sides of each conversation and with this data visualized in business intelligence dashboards in real time, the company's HR department could now keep a finger on the pulse of their employees' well being and take proactive measures whenever a conversation pointed to an unhappy driver or dispatcher. Once implemented, the company saw a dramatic increase in driver retention over the first 6 months, and because word spread fast about how the company was more deeply engaged to improve driver morale, soon also saw an increase in new driver job applications.



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