

Trucking Industry Struggles With Finding Qualified Drivers

America needs more truck drivers.

The trucking industry is facing a growing shortage of drivers that is pushing some retailers to delay nonessential shipments or pay high

An aging fleet of drivers is one of the main reasons for the driver shortage. The Bureau of Labor Statistics estimates that the average age of a commercial truck driver in the U.S. is 55 years old. The industry also heavily relies on male drivers — only 6 percent of commercial truck drivers are women, according to the

"Pay in the industry's come up considerably. Here at Werner our pay's up 17 percent over the last couple of years," Leathers says. "First-year entrants into the industry now make around \$50,000 a year depending on what part of the business they go in. So it's a good job. It pays well; you can build a family around it. It's about getting



How Garmon delivers value over volume

Together, Garmon and FATj.com have found a way to MAKE TRUCKING GREAT AGAIN, for recruiters.

The Problem

Trucking companies of all sizes are grappling with accelerating driver shortages, some experiencing the loss of either all their drivers or three-quarters of them, and that's only putting more pressure on recruiters to find people to put behind the wheel. If the trend continues, the shortage nationwide may balloon to almost 175,000 drivers by 2024, according to the American Trucking Associations.

No one understands how challenging the driver shortage situation is better than Heath Garmon, CEO of Garmon Media Solutions, who has been in the truck driver recruiting business for more than 15 years. His advertising recruitment agency provides advertising services to large trucking companies seeking to fill vacancies in two segments: owner/operators, who own their own trucks, haul long freight distances and handle all the bookkeeping, and company drivers, who usually drive a regular local/regional route.

"I'm a small business that provides solutions to complex hiring issues that trucking companies have with driver recruiting and job posting difficulties," Garmon says. "I need a steady stream of good quality applications to give to my clients."

"Years ago, volume versus quality was the way to go, but not now," he says. "If I have to assess 500 applications a month and I'm only hiring 25% of them, that's a lot more work for me and my staff. Since I know that only quality candidates actually convert to hires, I won't waste my clients' time on sending them applicants who don't meet their requirements."

The Solution

Enter the team from Find A Trucker Job, (FATj.com), an online job recruitment platform that delivers qualified truck driver leads to trucking companies who post their jobs on the FATj site. FATj relies upon sophisticated filtering algorithms and mobile-friendly software applications developed by Fusion Recruiting

Labs (Fusion RL) to increase the quality of applicants, accelerate the hiring process and decrease the overall cost-per-lead.

Fusion Recruit™—the only mobile-apply solution built with a company-branded, mobile-first user experience—is an innovative technology that FATj leverages to streamline the application process and quickly deliver candidates to be considered for a company's open positions.

Garmon has worked closely with FATj for three years.

"The way FATj attracts and manages the application process is what sets them apart," says Garmon. "Other online job recruitment portals use multi-carrier applications, which means that drivers fill out a generic application and it's blasted out to multiple trucking companies, each with varying sets of requirements. What attracted me to FATj is they send me a higher quality of applicant, because each one is screened based on the specific filtering criteria that I've put in place."

Alex McKeown, CEO of Fusion Recruiting Labs, Inc., says "Recruiters trust FATj to increase the volume and consistency of qualified driver applicants that they can then forward on to their clients. What gives FATj the competitive edge is our ability to screen for the most crucial requirements for each job opening. Based on our screening filters, applicants are culled from our vast, multi-channel network of employment websites and then allowed to apply to the specific trucking company job posting that they have selected."

Multiple filters define each job opening Garmon needs to fill for his clients, who typically have as few as 200 trucks and as many as 10,000. Each job opening has attached to it applicant

specifications, such as experience, driving record, number of moving violations, zip code of residence and other filters.

"FATj gives us the ability to send an applicant directly to the trucking company and I am ensured that no other trucking company will also receive that driver lead," says Garmon.

Garmon uses a proprietary software program to tailor his clients' needs to applicant qualifications. It was designed to streamline the screening process and FATj's system works seamlessly with Garmon's via a shared Application Programming Interface (API), allowing them to match up a specific company's requirements with only the most qualified candidates.

The Result

"We both rely heavily on technology to eliminate a lot of busy work, which is another reason we're very good partners," says Garmon. "FATj is one of our top-tier vendors for driver recruitment because their performance has always been of the highest quality. The results we get from working with them strengthen our relationship with our clients since FATj helps us to deliver Value over Volume."

"Though a solid return on investment and client satisfaction are key elements," Garmon says. "The all-important 'human factor' plays heavily into this enduring relationship."

"The team at Fusion Recruiting Labs are good, honest, high-quality folks who are trustworthy and a pleasure to work with," Garmon says. "FATj performs to the level my customers expect. They'll always be a part of what we offer to our clients."