

Engaging truck driver performance on the road

SCHNEIDER

Integrated engagement and performance improvement recognition system.

CASE STUDY

Objectives

Driver safety and performance is a hallmark of their culture and safety is truly their #1 priority.

- Design an entirely different way to execute an engagement and recognition strategy for the transportation industry.
- Integrate and align Schneider's independent reward, recognition, and performance improvement programs into one platform that addresses the needs for varying roles, including drivers, office, warehouse, and mechanics.
- Link driver data with performance outcomes to evolve toward a results-based environment.
- Reimagine and continually evolve their safe driver engagement program.



Results

Performance Improvement

17%

increase in drivers adhering to the hours-of-service guidelines since the program inception.

13.5%

increase in drivers achieving no log falsifications since the program inception.

10%

more of Schneider's drivers were recognized for achieving key metrics than in the previous calendar year.

15%

increase in points awarded year over year, indicating the program is affecting the performance outcomes.

Increased Retention

Higher performing drivers, who are being recognized monthly are staying with the organization longer.



Company Profile

Schneider is one of the top transportation and trucking companies in North America. With a legacy spanning over 80 years, there are approximately 17,300 employees and 10,000 truck drivers currently who provide exceptional service and drive innovative solutions. Schneider is very focused on the core values of excellence, integrity, safety, and respect. They believe that excellence results in industry-leading innovation, integrity evolves into flexible solutions, safety yields reliability, and respect for all drives great value and exceptional service for every customer.

Background

Incentive Services has been working with Schneider since 2015, running performance improvement programs on our integrated points-based platform. We work with the intermodal, van, and bulk divisions, running a large-scale driver safety program with the intermodal division. In addition, we run the service anniversary programs for all divisions; celebrating drivers who have earned Million Mile Driver Awards, Consecutive Years of Safe Driving Awards, and those inducted into the company's prestigious "Haul of Fame."

Incentive Services links important transportation data to performance outcomes.

Our data capture, reporting, and analytics help Schneider drive their business in a better way. In the transportation industry, there is a plethora of driver data from the vehicle itself, i.e. crashes, stability control, hours of service, log falsifications, over speed, idle goal, service failures, performance. Our custom backend database pulls together these key metrics for analysis, review, and issuance of performance rewards.



360° Support with Strategic + Delivery Services by Incentive Services

- ✓ Touchpoint TechnologySM
- ✓ Consulting
- ✓ Communications
- ✓ Training
- ✓ Rewards
- ✓ Data Sciences
- ✓ Client Services
- ✓ Customer Service
- ✓ Warehouse & Mailing Service Center

Programs

- Consecutive Safe Driving/Million Mile
- Years of Service
- Maintenance Safety
- Presidential Awards
- Associate Relations Special Events
- Point Recognition
- Driver Every Year Anniversary



INCENTIVE SERVICES, INC.®
Maximizing Performance Through People