

# LOGISTICS & TRANSPORTATION CASE STUDY

Revolutionizing Logistics Recruiting: Overcoming Driver Shortages

[www.hirevelocity.com](http://www.hirevelocity.com)

## OVERVIEW

In a global customer-centric environment, our client, a leader in transportation services, faced the challenge of efficiently sourcing, screening, and qualifying drivers for their Middle Mile program. This initiative, integral to delivering packages worldwide, emphasized safety, sustainability, and innovation.

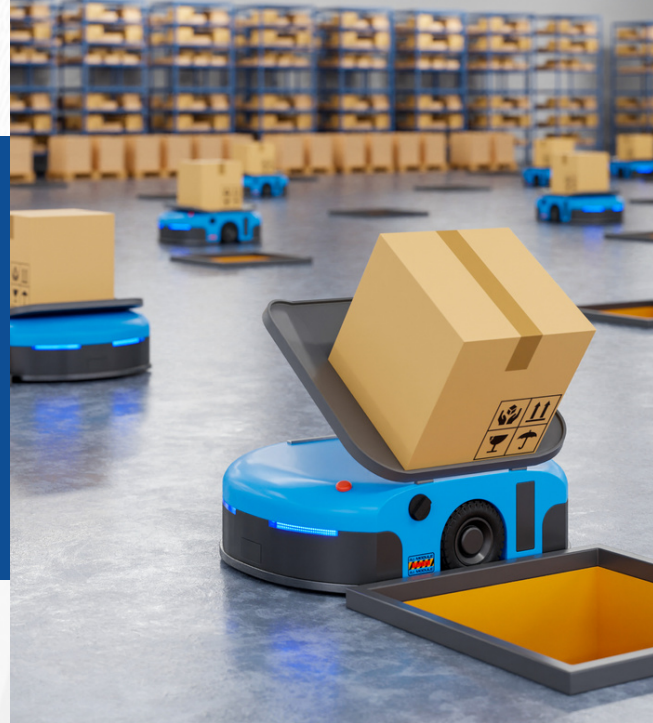
## CHALLENGES

- Scarcity of qualified drivers meeting specific criteria.
- Difficulty in enforcing best practices with independent partner businesses.
- Resistance to adopting the organization's recruitment tools and feedback practices.

## SOLUTIONS

Implemented targeted tech-driven sourcing, geographic alignment, and high-touch coordination to optimize driver recruitment for Middle Mile programs, aligning with safety and diversity priorities. The approach significantly enhanced candidate experience, resulting in streamlined hiring processes and high satisfaction rates.

- Established strategic partnerships with Middle Mile program stakeholders.
- Geographic alignment of the recruiting team for enhanced efficiency.
- Implemented a tech-driven approach using programmatic advertising, job boards, social media, and referral networks.
- Enhanced the candidate experience through targeted ads and simplified application processes.
- Coordinated interviews with transportation partners upon candidate qualification.
- Provided a high-touch service throughout the recruitment process.



## AT A GLANCE

This case study underscores the transformative impact of targeted, tech-driven recruitment strategies and strategic partnerships in overcoming driver sourcing challenges for a global transportation organization. The commitment to safety, sustainability, and innovation permeated the process, leading to enhanced efficiency, cost-effectiveness, and heightened satisfaction among hiring managers and clients.

## RESULTS

- Sourced 148,762 candidates.
- Screened 16,590 candidates.
- Hired 3,665 candidates.
- Cost per candidate: \$250.62.
- Cost per offer: \$301.31.
- Cost per hire: \$1,800 (bill rate).
- Interviews per hire: 4-1.
- Offer Acceptance Rate: 89%.
- Hiring Manager/Client Satisfaction (CSAT): 9.1.