

# WHAT'S WRONG WITH DRIVER TRAINING?

## Challenges Facing Today's Fleets



Research conducted by the J. J. Keller Center for Market Insights

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Driver Training

  
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## ABOUT THE RESEARCH

To better understand the challenges motor carriers face, the **J. J. Keller Center for Market Insights** conducted an **online survey of more than 600 hundred private fleets** that employ commercial motor vehicle drivers.

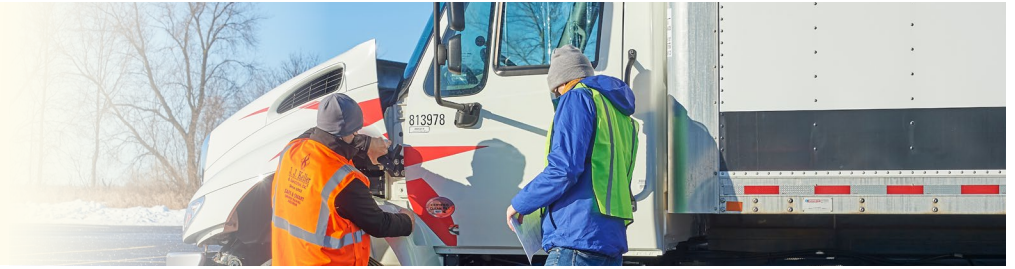
The J. J. Keller Center for Market Insights is the collaborative research arm of J. J. Keller & Associates, Inc. Through historical data, proprietary studies, and partnerships with reputable, research-focused third-party organizations, the center publishes ongoing reports to spur discussion and advancements in safe, respectful workplaces, jobsites and highways.

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## MOTOR CARRIERS, WE HAVE A PROBLEM



As the legal and financial risks from driver accidents continue to rise — particularly from the threat of “nuclear verdicts” – **more and more motor carriers are reassessing the effectiveness of their driver training programs.** A major concern is the ability of their current programs to keep drivers engaged in the content and ensure that the training lessons are retained.

Additionally, the driver shortage has revealed an opportunity for carriers to **use training as a tool to attract and retain drivers** by demonstrating their commitment to drivers’ success.

According to J. J. Keller Associate Editor Jennifer Loomis, “Studies indicate that employees who are trained feel better about themselves, the job and the company. This translates into improved employee retention, safety, productivity and profitability.”



# WHAT WE HEARD



**Fleet professionals overwhelmingly voiced a need to improve their driver training.** However, a number of challenges are making this difficult, including:

- Training that's not tailored for their company's unique needs
- Limited time and staff to deliver effective training
- Drivers spread across multiple locations
- Inability to keep drivers engaged in the training

Together, these issues, along with additional challenges, have made driver training a growing problem for motor carriers trying to keep their businesses running while protecting those businesses from risk.

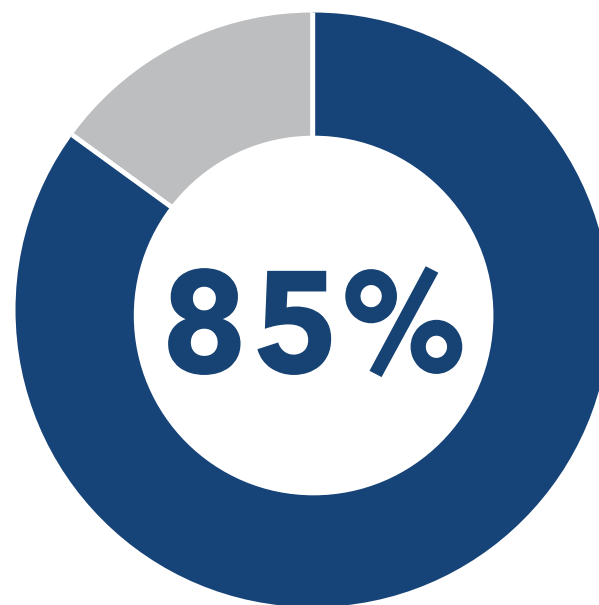
# THE NEED TO IMPROVE



The majority of companies surveyed by the J. J. Keller Center for Market Insights said their driver training program is in need of improvement. Given the importance of driver safety and compliance, this reveals a **surprisingly large gap between the training that's needed and the training that's currently being delivered.**



**% OF COMPANIES THAT SAY  
THEY NEED TO IMPROVE  
DRIVER TRAINING**



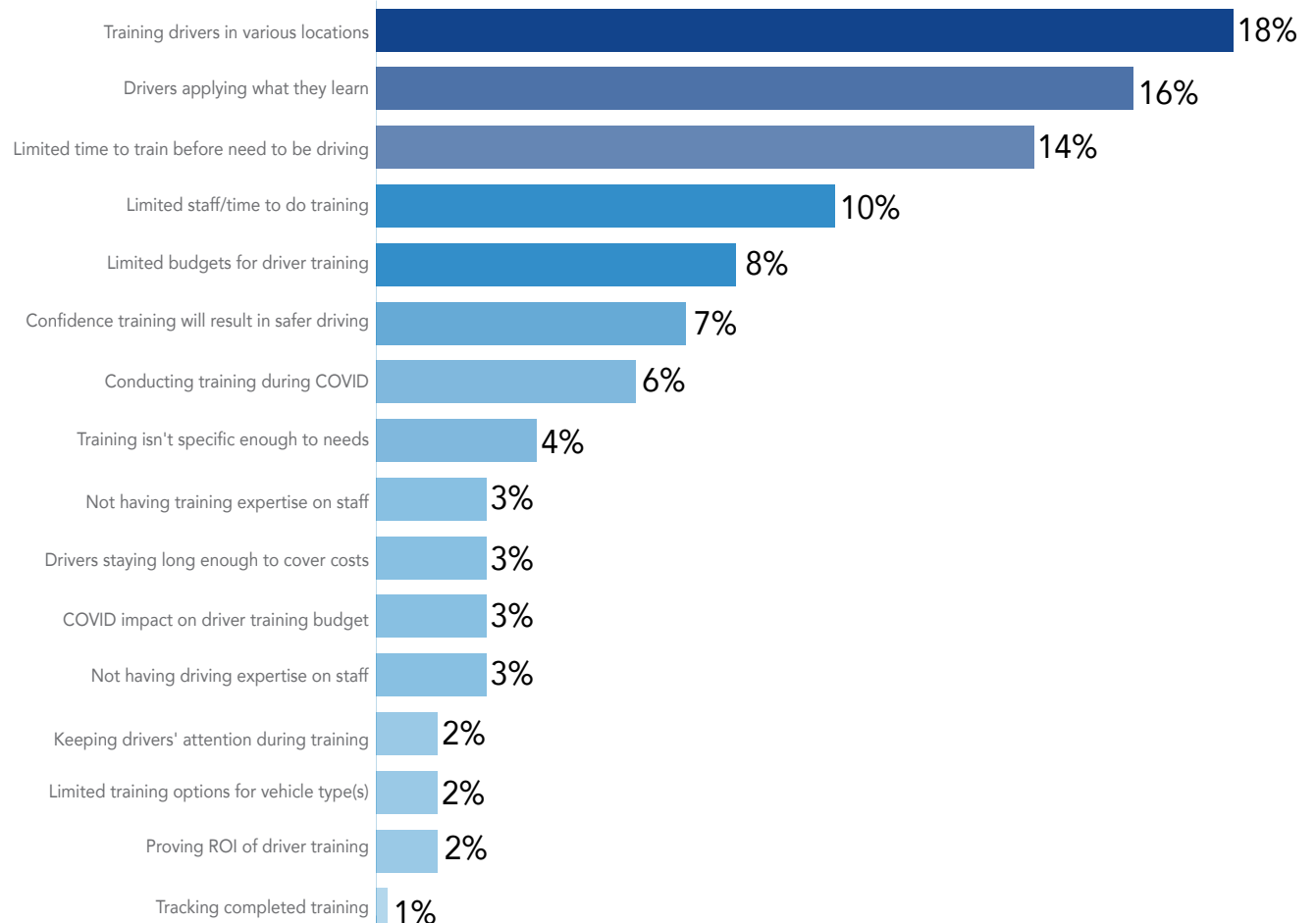
# THE STRUGGLE TO TRAIN IS REAL



While fleet professionals expressed a variety of training challenges, the top challenges cited revolved around **limited training time and expertise, uncertainty of training effectiveness, and inability of their current training to address company-specific situations.**

“Carriers should also consider asking their veteran drivers to help train new drivers to the company,” said Loomis. “Veteran drivers are in-house experts at operating company vehicles.”

**TOP CHALLENGE WITH DRIVER TRAINING**  
% Top Challenge; Single Response





# DRIVER TRAINING WISH LIST

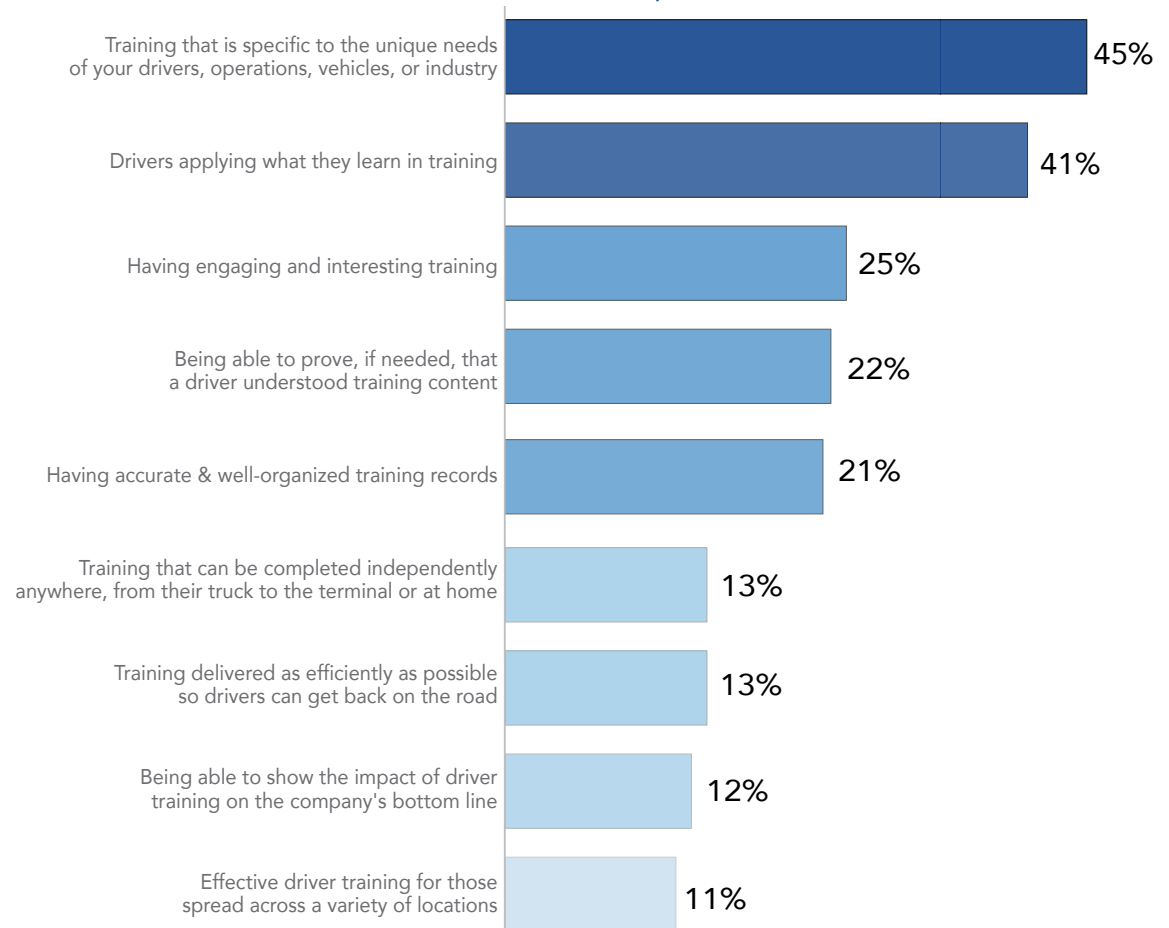


To address their training challenges, fleet professionals shared what was most important to them in a driver training program. The majority stated they want **driver training that is specific to their unique needs and engages drivers, so they apply what they learn.**



## MOST IMPORTANT: DRIVER TRAINING

% Most Important



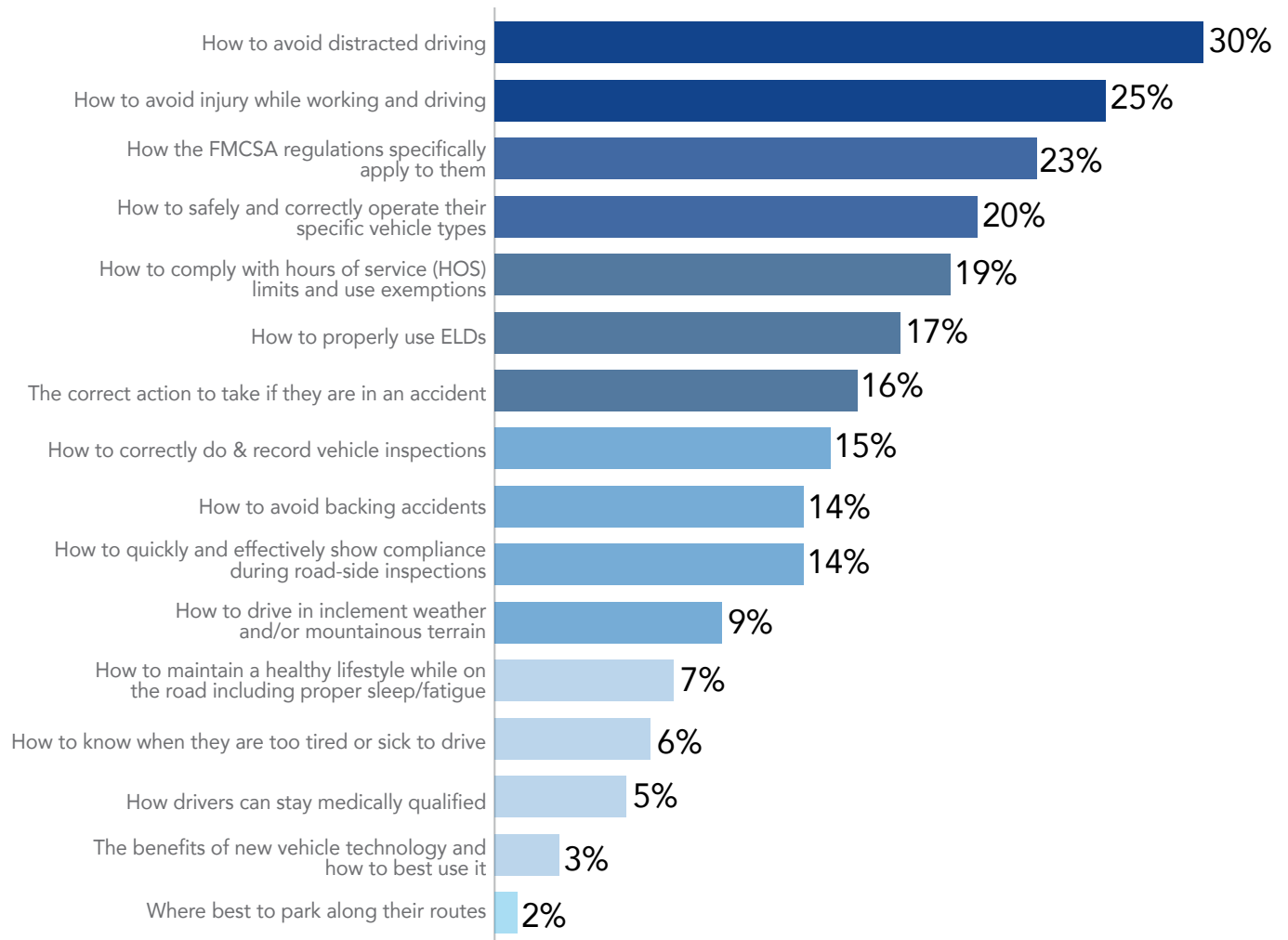
# OPPORTUNITY FOR IMPROVEMENT



There are countless improvement opportunities as it relates to driver training topics, but **safety was a key theme** among areas that fleet professionals want their drivers to better understand and practice on the road. This includes avoiding distracted driving, preventing injuries, safely operating vehicles and avoiding braking accidents.



## IMPORTANT DRIVER KNOWLEDGE - % Most Important; Select up to 3





# SAFETY MATTERS

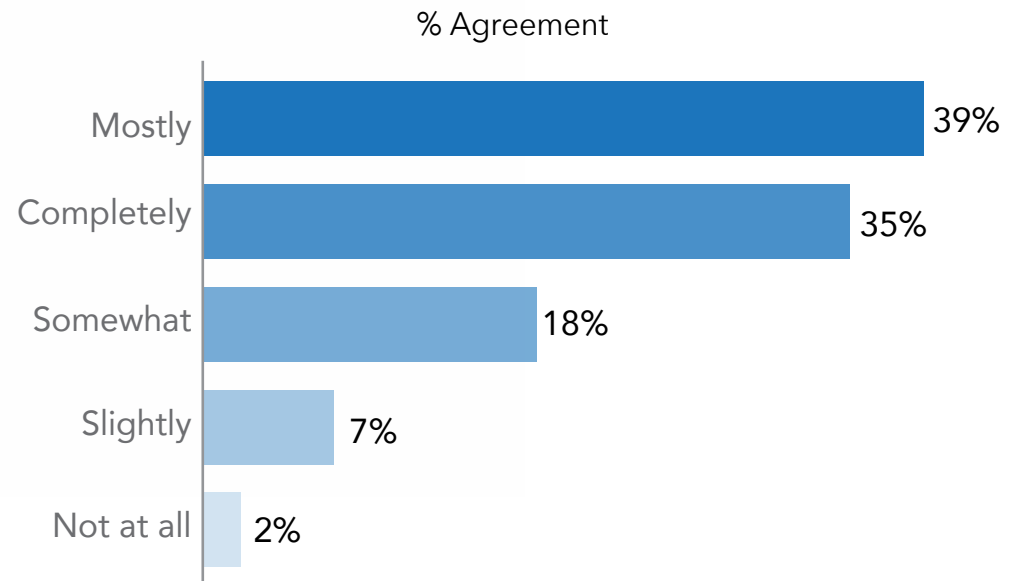


Actions speak louder than words, and that holds true for most fleet professionals we surveyed, who say they're **actively striving to improve driver safety** at their company. So while there's always a strong commitment to the bottom line, safety is still a priority.

According to Loomis, "Investing in training is a part of the management picture in any company interested in the bottom line. It increases profits by decreasing losses in terms of both accidents and driver turnover."



**"My company continuously strives to improve driver and employee safety"**



# WHAT NEXT?



The good news is that fleet professionals clearly care about driver safety and compliance, and understand the considerable role training plays in that process. The challenge, as has been shown, is in providing the type of training that can consistently deliver those results.

As motor carriers continue to operate in an increasingly high-risk environment with greater driver turnover, **having a high-impact driver training program may be the difference between carriers that can go the extra mile and those that end up on the side of the road.**



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99.8% Trainer's  
Knowledge



99.1% Trainer's  
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|-------------------------|-------------------------------|
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