



SUPPORTING DRIVER RECRUITMENT, UPSKILLING AND RETENTION

THE ORGANISATION

This company produces branded and private label fresh milk, cream, butter and dairy products. They boast a network of dairies and depots servicing customers throughout the country.

THE CHALLENGE

The company, like most logistics businesses, was struggling to attract and retain HGV Drivers and was looking for a long-term solution to work alongside their current operations team. They had also set up internal programmes that with help from the Manpower Driver Academy were aimed at supporting driver recruitment through upskilling experienced drivers, developing internal warehouse talent and attracting new drivers into the business.



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THE SOLUTION

The Driver Academy worked closely with the company to design an attraction solution with the view of building a diverse, high-quality and committed pool of HGV Drivers. We also supported with the client's retention challenges by helping to build an onboarding program that was tailored to the individual candidate joining the business. The company was keen to improve their diversity within the business and hire more female drivers.

THE RESULTS

- Within the first 3 months of our partnership, we successfully placed over 30 drivers into the business with a retention rate of over 80%.
- We built a recruitment campaign to attract both experienced and newly qualified drivers.
- We introduced the company to our Women in Driving Development Pathway and successfully hired newly qualified female drivers.
- We improved the retention for drivers thanks to our pre-screen and delivery team relationships and process.
- We successfully ran a peak period with the client, increasing the number of submissions, interviews and hires.