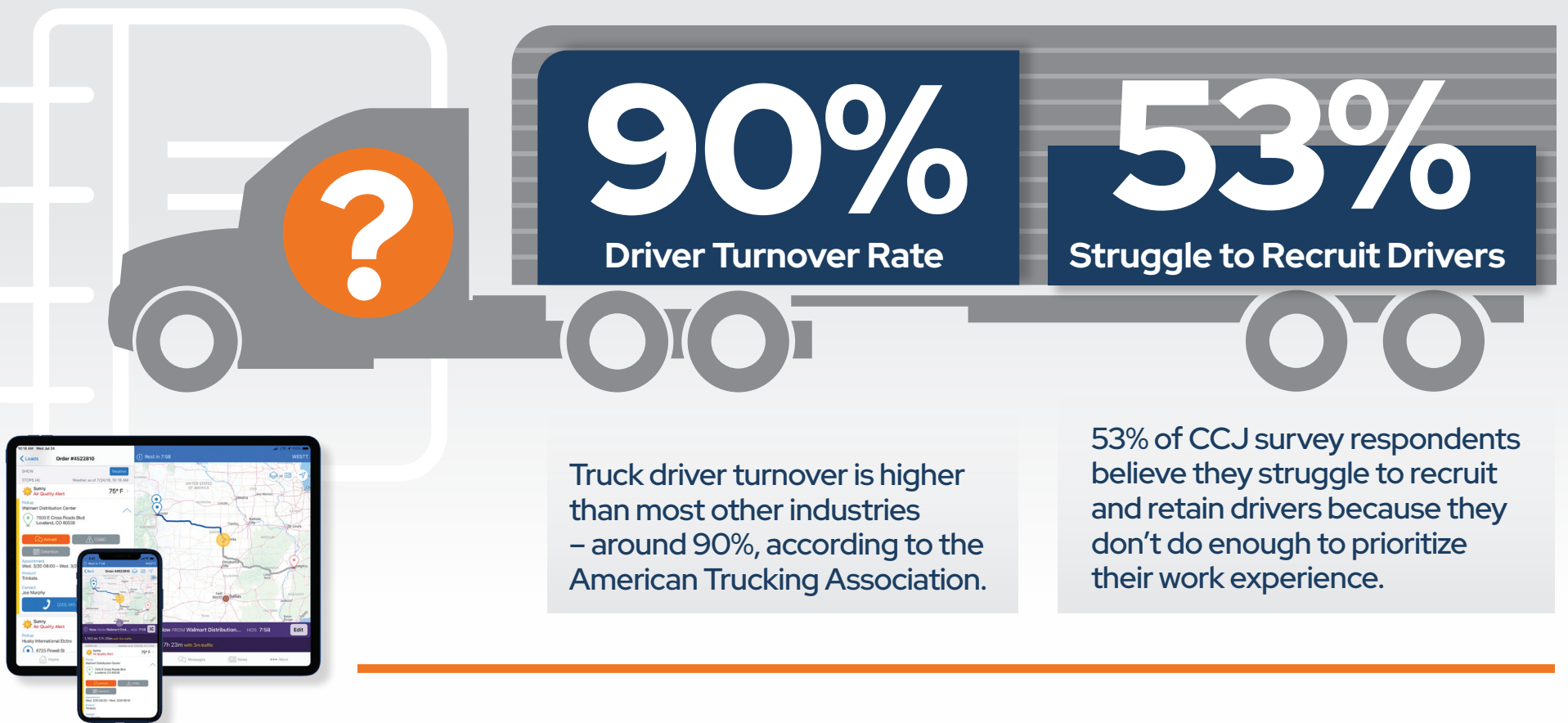


Connected Culture

5 Ways Fleets Boost Retention with Custom Apps



Custom mobile apps contribute significantly to lower turnover by strengthening fleets' culture in **five important ways**.

- 1**  **Prioritizing the Driver Experience**
Fleets struggle to connect with their drivers, especially technology-minded millennial recruits. But custom apps make communication easier.
"We're using our app to put the people back in trucking. We're focusing less on the truck and more on the person. We're using our app to include everybody."
Brianne Madura
Prime, Inc
- 2**  **Soliciting Driver Feedback**
Fleets that use custom apps often conduct driver surveys and collect feedback. Acting on the feedback quickly builds a culture of respect and trust.
"Drivers have the ability to send us information and things they'd like to see. ... We're proud of our 55% turnover rate, which is much lower than industry averages."
Jim Brighton
NAPA Transportation
- 3**  **Keep Drivers Informed- In Real Time**
With custom apps, fleets can add real-time alerts for weather warnings, compliance issues, traffic or construction delays, load updates, and more.
"It's really improved our communication with our drivers. Being able to quickly deliver (weather alerts) has reduced DOT recordable accidents by about 80%."
Matt Fengler
K&B Transportation
- 4**  **Simplifying Daily Duties**
Custom apps make the driver's job easier. They automate processes and organize everything they need in one place.
"The best feature that we enjoy about Eleos is the workflows. We have over 500 accounts that use the application, and we've customized 23 separate individual workflows that enable us to tailor the driver experience to the customers' needs. ... It's a very good tool that has a lot of flexibility."
Bobby Rogers
Ryder Integrated Logistics
- 5**  **Untethering Driver from Trucks**
With custom mobile apps, drivers can access information, upload images/files, and communicate with dispatch from anywhere.
"The ability to untether our drivers from trucks allows them to have a better experience. Driver comfort and satisfaction are really difficult to measure, but I can tell you that our turnover rate is significantly lower."
Janelle Kennedy
TMC Transportation

About Eleos

At Eleos, we're passionate about our customers and the custom mobile apps we help carriers create for their drivers. Custom apps allow fleets to run their business in the way that works best for them, giving them the flexibility and control to create a driver experience that is unique to their organization – and we love being a part of the process. As we help fleets develop better tools, we aspire to be known for our innovation, reliability, and ability to make a difference for them and their drivers.

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