

SUCCESS STORY: Nussbaum Transportation

Transportation company excels at recruiting while competitors struggle

Nussbaum Transportation had clearly defined values and engaged employees. But the company was not articulating that story to attract new drivers. Could their commitment to culture increase recruits and drive new business?

Business Results

- Driver turnover rates dropped from near 100% to under 30%
- Best Fleets to Drive For Award, 6 years
- Increased fleet from 150 to 400 trucks
- Numerous emails and letters about campaign significantly increased brand presence



Challenge:

Driver turn-over in the transportation industry nears 100% annually, making it extremely expensive and challenging for companies to grow, even when freight is easy to find. There is steep competition for a small pool of candidates and many hop from one job to the next to take advantage of sign-on bonuses and referral rewards.

Approach:

A CultureTalk for Organizations survey was administered to the entire staff. The Innocent, Hero and Explorer Archetypes defined the company and drove the development of the corporate brand and "Faith & Family" recruiting campaign. Fifty-two foot trailer wraps in 6 unique designs are spotted across 48 states and attract the attention of potential drivers. They clearly articulate the company's commitment to a faith-based culture that prioritizes family values.

Outcomes:

Nussbaum's driver turnover rates dropped steadily and average under 30%, a distinct competitive advantage in the industry. The company has more than doubled its fleet, been recognized as a "Best Fleet to Drive For" for six years in a row, and been featured on numerous national magazine covers.

CultureTalk Solutions Employed:

- CultureTalk Survey for Organizations
- Organizational Culture Audit
- Corporate Brand/Employment Brand
- Recruiting Campaign

Archetype Patterns Identified



"CultureTalk identified and brought to life the foundational storyline running through every aspect of our business. The results helped us understand that everything we do here is tied to our culture." | Brent Nussbaum, CEO