

Want to Improve Your Truck Driver Hiring Process?



Introduction

As per a report published by ATA- American Trucking Association, there was a huge shortage of truckers of around 75000 in 2022. It has been forecasted that it will cross the 150,000 mark by the end of the year 2030. Well, one of the primary reasons behind this is the younger generation finds it not appealing. Besides, operating heavy trailers is not an easy task. So, how to improve your **truck driver hiring** process and attract more truckers to your company? **Here are some tips that can help you with this.**

Develop a Pleasant Company Culture

Younger truck drivers are looking for a healthy and positive company culture. To attract more drivers, you should clearly state the benefits of working with you and what they will receive from their jobs. It will also be better if you can highlight truck drivers' importance for your company.

It's Time Use the Latest Technology

One of the most challenging tasks in a trucking job is handling trailers. Most drivers are handling their trailers manually, which can lead to accidents or injuries. But you can make it simple, safe and fast by using pneumatic automated landing gear. Your drivers can use it easily and complete the task within a few seconds. Making the job easier is an excellent way to boost your truck driver hiring process.

Go For Other Talent Channels

While most trucking companies hire truckers more than 35 years old, you don't need to do that. When you have the right technology and solution integrated into your trucks, you can focus on other generations and also female truck drivers. For example, with on-lift automatic landing gear, it will be easier for every truck driver to lift and lower trailers. Even a driver with a disability can operate such machines.

Update Your Existing Recruitment Strategies

It is a fact that finding the best and most efficient truck driver can be a challenging task. You need to use the best resources, or all your efforts might be missed by the potential candidates. Use the right methods to reach the right drivers. That means you can take the help of social media platforms for this. Besides, sometimes trucking schools can help you with this. Don't forget to take advantage of job fairs. You shouldn't always depend on the trucking job board. There are more things that can be used to hire truckers.

Keep Your Business Website Updated

As you know, creating a solid first impression is crucial; you should keep your website updated. Make sure you have listed down all the crucial information about your company, trucks, employees' benefits and all. To make your website look appealing and professional, you can use photos of your trucks, staff, success stories of drivers, etc. Potential truckers will be interested in applying for the job if they know the real-life experience of other drivers.



Final Words

Investing in and offering truck drivers the necessary support and a good work-life balance can make your trucking company a perfect place to work. On the other hand, by offering an easy way to handle trailers with the help of pneumatic landing gear, you can attract more drivers, strengthening your [truck driver hiring](#) efforts. Besides, it supports driver retention. So, it's time to buy the best on-lift automatic landing gear available at Patriot Lift. This is an excellent tool to automate the trailer operation process and keep your driver safe and satisfied.