

Retention: Case Study

[CS-004] Enhancing Retention with Cognitive Assessment

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Driving Fleet Performance: Key Insights from Impirica's Cognitive Assessments

Transform Fleet Safety, Retention, and Efficiency with Cognitive Fitness

As the transportation industry faces mounting pressures to improve safety, reduce costs, and retain top drivers, Impirica's cognitive assessments are transforming fleet management. Explore our case studies to see how cognitive evaluations enhance safety, driver quality, retention, and operational efficiency, providing actionable insights for fleet leaders.

CASE STUDY [001]

Safety

Summary

Safety is critical in the fleet industry. Learn how a 1,537-driver fleet **reduced collisions by 8% and preventable accidents by 7%** using Impirica's cognitive assessment to identify high-risk drivers.

CASE STUDY [002]

Quality

Summary

Hiring the right candidates is key to a high-performing fleet. This case study shows how two fleets **screened 10,500 candidates** with Impirica's cognitive assessment, **improving driver quality, performance, and retention.**

CASE STUDY [003]

Impact

Summary

Safety technology needs to demonstrate measurable impact. Learn how three fleets **reduced collisions, improved passenger safety, and minimized financial exposure** with Impirica's cognitive assessments.

CASE STUDY [004]

Retention

Summary

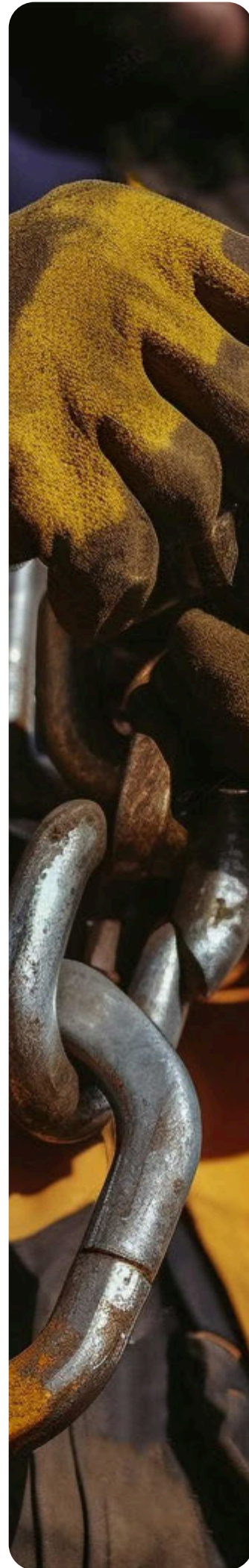
Driver retention is a costly challenge. This case study shows how a fleet **improved retention by 7.17%, saving \$340,000 annually** by using Impirica's cognitive assessment to select more resilient candidates.

CASE STUDY [005]

Savings

Summary

Every dollar counts in fleet operations. This case study shows how a **fleet of 2,100 drivers saved \$590,000 annually** by improving hiring and reducing collisions with Impirica's cognitive evaluation.



CASE STUDY [004]

Retention

Overview

This case study explores how the implementation of Impirica's cognitive assessment contributed to a significant improvement in driver retention rates within a commercial fleet of 2,400 drivers. By identifying candidates with the cognitive resilience necessary for long-term success, the fleet not only improved retention but also achieved substantial cost savings.

Context

Driver turnover is a persistent challenge within the transportation industry, with significant costs associated with recruitment and training for new hires. To address this challenge, a fleet of 2,400 drivers incorporated Impirica's cognitive assessment into their hiring and evaluation protocols, aiming to identify individuals who were more likely to succeed and remain in their roles long-term.

Enhancing Driver Retention with Cognitive Assessment

Key Findings

Retention Improvement

- Impirica's cognitive evaluation **improved retention by 7.17%**, compared to the rate over a three-year average prior to implementation.
- Three-year average **attrition rate of 20.14% prior to cognitive evaluations.**
- Three-year average **attrition rate of 12.97% post cognitive evaluations.**

Cost Savings

- The improved retention translated to **direct annual savings of \$340,000.**
- These savings were attributed to **reduced recruitment and training costs**, including:
 - Costs invested in the lost employee.
 - Costs incurred to hire and train a replacement employee.

Impact

By integrating Impirica's cognitive assessment into their processes, the fleet experienced:

- 1. Improved Candidate Selection:** Drivers selected through Impirica's cognitive assessment demonstrated the cognitive resilience needed to adapt to the demands of their roles, leading to higher job satisfaction and performance.
- 2. Enhanced Retention Rates:** The 7.17% retention improvement represented not only financial savings but also greater operational stability.
- 3. Reduced Costs:** Savings of \$340,000 annually allowed the fleet to reallocate resources to other areas of their operations, further enhancing overall efficiency.

Conclusion

Impirica's cognitive assessment proved to be a transformative tool for addressing retention challenges in the fleet. By identifying candidates who were better suited for long-term success, the fleet achieved measurable improvements in retention rates and significant cost savings. This case study underscores the value of cognitive readiness evaluations in fostering a more stable and resilient workforce.

Take the next step in workforce safety.

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Boost Driver Retention and Save Costs Today!

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