



# Using online training to attract and retain drivers



## Background

Attracting and retaining driver talent is a huge issue for transport companies in Ireland and the UK.

The average age of HGV drivers in Ireland is 48 years. In the UK, the average age of HGV drivers is 53 years, with just 1 in 50 aged under 25. There is a lack of younger drivers entering the logistics industry, resulting in a shortage of commercial drivers in Ireland and the UK.

There is currently a shortage of 4,000 HGV drivers in Ireland. In the larger UK market, the situation is even worse with a shortage of 100,000 commercial drivers in the logistics sector. This ongoing shortage results in difficulties recruiting new drivers, and also difficulties retaining existing drivers for many transport companies.

Recent surveys have shown that attracting and retaining drivers is the number one issue facing many transport companies at the moment.

A good online training system can help to attract new driving talent to your organization. In addition, a well-run online training program can help to retain your existing driver team. Read on to find out how!



The industry is challenged with  
not having enough drivers.

Source: FTAI



# How can Online Training Help?

## An Online Training Approach

A good online training system can not only help to attract new driving talent to your organization – it can help to retain your existing drivers too. Here we present the key attributes of an online training system can that assist in attracting and retaining driving talent:

### Maximum Flexibility

A good online training system should allow your drivers to learn in a way that suits them. This includes the ability to learn anytime, anywhere, on any device, and in their preferred language.

### Data-Driven

Learning assignments should be based on driver behaviour, and not assigned arbitrarily. Drivers will accept assignments based on their actual driving behaviour, so it is important that your online training system use actual metrics from telematics, camera systems, etc. to assign training. Drivers should be able to see their own scores in the online system. In addition, goals must be achievable and so must be customised for each individual driver. This results in better engagement, as a driver will not attempt a goal that does not seem feasible.

## Onboarding

A good online training system should provide a professional introduction to your company culture and values. Scheduled enrolments will allow new drivers to ease into the learning culture and not feel overwhelmed initially. Digital certification and/or badges and awards can help new drivers to feel a sense of achievement early on in the learning process.

Remember, driver turnover is highest in the first six months of employment, so getting the training right can make a big difference.

“Drivers want an opportunity for personal growth.”

Source: Max Farrell, WorkHound



# How can Online Training Help?

## Learning Path

Your online training system should provide a customised learning path for each individual driver. This allows for training at their own pace, and is far more likely to result in a satisfied workforce. In addition to covering the fundamentals of a particular job function, a good online training system should provide opportunities for learning progression through more advanced courses and content.

## Unified Platform

A good online training system should support multi-modal training. For example, it should allow for trainer-led sessions, adding training records from face-to-face training, importing training from third-party providers, and so on. This will provide a unified training platform to capture all training and learning events for each driver.

## Bonus Assistance

Many transport companies operate bonus schemes for their drivers, based on metrics such as fuel efficiency, safety, and performance. A good online training system can help drivers to achieve their bonuses by providing content and training which improves driver behaviour in relevant areas, helping them to achieve their targets.



“Online training has been proven to improve driver performance, resulting in reduced fuel costs and improved safety.”

Source: Pro-TREAD



# How can Online Training Help?

## Driver Engagement

Drivers work remotely, away from the company premises for the majority of their working hours. Making drivers feel part of the team can be difficult, and this results in many drivers feeling undervalued and unappreciated. A good online learning system should include regular communications such as weekly briefings, messages of encouragement and praise, and include customised content for each driver. Your online training system should be customisable to promote your company branding and logo, so your drivers always feel like they are connecting with the company when they undertake any online training.

## Company Culture

Many drivers are concerned about the Environmental, Social, and Governance (ESG) credentials of their employer. Adopting an online learning system that helps to improve fuel economy and driver safety can help to demonstrate your company's ESG commitments. In addition, online training can reduce energy consumption by 90% compared to classroom-based training, which aligns with corporate ESG goals.

## Technology Adoption

Older drivers may not always be comfortable with modern computer technology such as in-cab devices, cloud-based applications, etc. The use of a user-friendly online training platform can be an opportunity to help your non-computer experienced drivers become more comfortable with newer technologies.



“Drivers want an opportunity for progression and advancement.”

Source: TUD Study

When it comes to driver training, it's best to not rely on just one approach. A multi-modal approach to solving the training issue is more effective to gain traction and buy-in from your team.

Online training is good for figuring out the "why" part of the job. It is an ideal solution for covering introductory topics, rolling out new technology, or a new concept. It's also useful to cover the human resources or regulatory side of trucking.

A good online training system will make your trainers more efficient, taking care of repetitive manual tasks and freeing up their time for more high-impact tasks.

Online training can reduce energy consumption by 90% compared to classroom-based training – a useful benefit for energy reduction goals.

Online training typically requires 40-60% less time than learning the same material in a classroom.



"Online training increases learner retention rates by up to 60%."

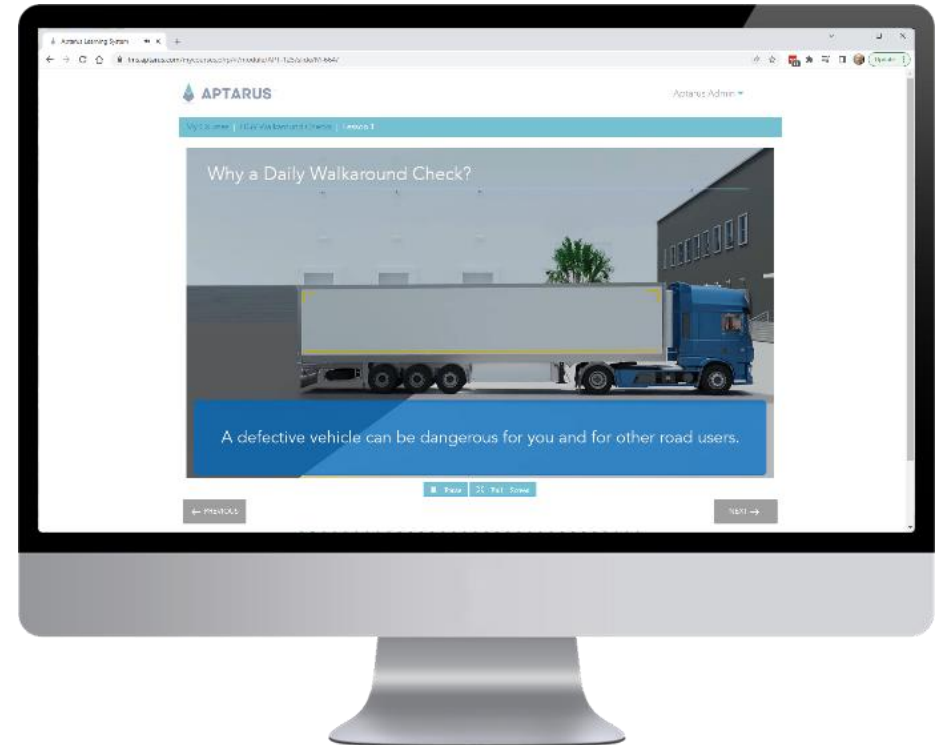
Source: Research Institute of America



# How can Aptarus Help?

## How does the Aptarus training platform measure up?

Maximum Flexibility	✓
Data-Driven	✓
Onboarding	✓
Learning Path	✓
Unified Training	✓
Bonus Assistance	✓
Driver Engagement	✓
Company Culture	✓
Technology Adoption	✓





# What do Drivers say?

Here's what drivers said about our online training platform:

*"Very informative."*

*"Found this a good module on the importance of keeping food at the right temperature during transportation."*

*"Very helpful information which can help to avoid accidents and hazards."*

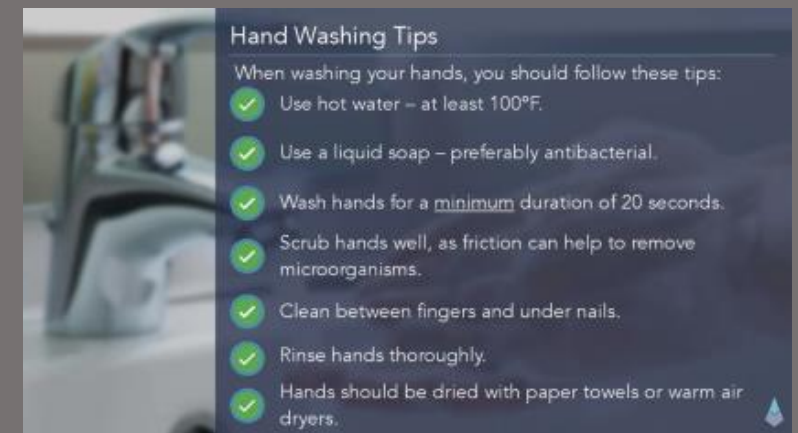
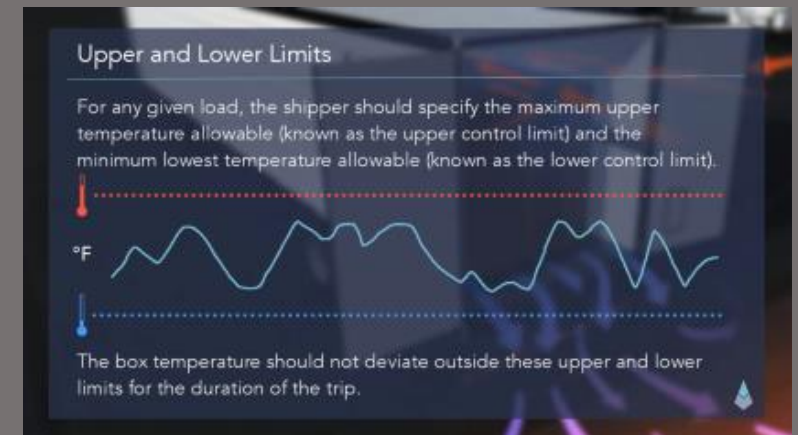
*"I found this part of the module very informative."*

*"Very interesting. I appreciate It."*

*"Great info."*

*"Very useful information."*

*"Absolutely brilliant app."*





## About Aptarus

Aptarus provides the leading online training platform for the logistics industry, covering job functions such as truck drivers, warehouse workers, and service engineers. Our mission is to make world-class training accessible to everyone in the logistics sector.

More information is available at [www.aptarus.com](http://www.aptarus.com).

“The Aptarus Learning system delivered regular improvements in driver performance and is consistent with our approach of continuously improving our team.”

Adrian Cunningham, Brian Cunningham Transport.



“The Aptarus LMS is well designed and easy to use.”

Catherine Buckley, CDS.



“The Aptarus Learning system delivers training in a convenient and accessible way and is a perfect match for our culture of continuous improvement.”

Gary McCarthy, FMC Haulage.

