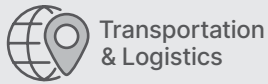


# How AI Cut Driver Churn by 50% & Saved Transportation Leader Millions



Transportation & Logistics



12K+ US Employees



AI Solutions Engagement



**CHALLENGE** Driver attrition exceeding 50% within first 90 days



## The Challenge

A major transportation provider was losing more than 50% of new drivers within their new hire probationary period on the job. With 3,400 new hires annually, the company faced millions in recruiting and onboarding costs, operational disruption and increased safety risks caused by constant turnover.

## Our Solution

The company partnered with CloudFactory to build AI-powered retention models that improved hiring and employee retention across the entire driver lifecycle.

CloudFactory transformed fragmented, unstructured data from spreadsheets, legacy systems and internal processes into actionable intelligence. **The result was two AI solutions:**

-  **Pre-hire intelligence** to identify candidates most likely to succeed and stay long term
-  **Ongoing retention monitoring** to proactively flag drivers at risk of leaving before attrition happened

**KEY INSIGHT** Drivers with high empathy traits stay longer. Integrating these traits into hiring criteria has fundamentally reshaped how drivers are recruited, interviewed and hired.

## Impact + Results

The client dramatically improved driver retention, reduced operational costs and strengthened workforce stability. Pilot divisions achieved a 50% year-over-year improvement in turnover rates while also improving safety outcomes and hiring confidence.

Beyond the numbers, the client shifted from reactive hiring to a proactive, data-driven talent strategy focused on long-term employee success.



**Faster, more confident hiring decisions** backed by AI insights



**Improved safety outcomes** driven by a more experienced workforce



**Millions saved** annually in recruiting and onboarding

**100+** drivers retained annually through predictive AI modeling

**50%** improvement in YoY turnover rates in pilot divisions