



Andy Ahern Provides Suggestions for Improving Driver Retention in Pressured Trucking Industry

The Founder and CEO of Transportation and Logistics Consulting Firm Ahern & Associates Discusses Retaining Drivers in the latest Ahern Advisory



PHOENIX, AZ, UNITED STATES, October 7, 2014 /EINPresswire.com/ -- In the latest issue of the [Ahern Advisory](#), the industry-leading newsletter published by Ahern & Associates, Andy Ahern discusses the widespread dilemma of driver retention. Retaining drivers has become a very difficult problem for many trucking companies. There is no single “one size fits all” solution to the problem, and in an industry that is facing constricting regulations, tighter protocols and higher costs overall, trying to keep drivers onboard – and keep them happy – has become one of the most pressing issues that trucking companies face today.

Andy Ahern, founder and CEO of the trucking and transportation logistics consulting firm Ahern & Associates, has been in the industry for more than 40 years and started Ahern & Associates nearly 30 years ago. Throughout this time, Ahern has gathered a substantial amount of information from his clients that are “movers and shakers” in the industry.

“Driver retention and recruiting forces successful companies to constantly think outside the box,” he explains. “Drivers are a precious commodity, and need to be treated as such. In recruiting practices, the way you deal with drivers and the way you deal with their families has a direct impact on retention and a company’s ability to increase their business in a challenging marketplace.”

The country and the trucking industry are facing an aging driver population; it is estimated that over the next four to five years, there will be a driver shortage of 250,000-300,000 drivers. “For a business that’s based upon moving loaded trucks, that’s a very difficult challenge to overcome,” Ahern states.

From his research and from what his clients have expressed, Ahern believes that one of the largest fundamental problems that many trucking companies face is a lack of honesty. “Recruiters tell drivers whatever they want to hear just to get them to sign up; then, reality sets in, and the driver leaves. It’s very important to be ‘crystal clear’ and relay to your drivers your expectations, responsibilities, pay, and how often they will get home,” explains Ahern.

He goes on to discuss false pretenses, embracing technology, important rules to retaining drivers, the effect of “word of mouth”, and specifics regarding the protocols that must be followed in order for a company to [improve driver retention rates](#).

The Ahern Advisory reaches more than 400,000 readers each week. The concepts discussed are placed within the framework of the trucking industry but are useful lessons for leaders in all businesses. Interested parties may sign up to receive the free newsletter online at [Ahern-ltd.com](#).

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About Ahern & Associates, Ltd.

Ahern and Associates is North America's leading trucking and transportation management consulting firm. The skilled consultants at Ahern and Associates specialize in mergers and acquisitions of trucking and logistics companies as well as the restructuring and evaluation of existing carriers that seek to increase operating efficiency and improve profitability. Since 1987, Ahern and Associates has aided hundreds of buyers in the acquisition of trucking and logistics companies throughout the U.S. and Canada as well as assisting many transportation and logistics companies in reducing their overall operating costs and increasing their profitability.

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