

# ONLINE DRIVER TRAINING

How online driver training from Instructional Technologies improves safety, fuel efficiency, and CSA scores.



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## REACH EVERYONE WITH BETTER TRAINING

Great fleets look for proven ways to get better and to work smarter. Safety and training are no different. Online training with PRO-TREAD is the best way to reach the most drivers with the most effective training with the smallest investment of both time and money.

## WHY LEADING FLEETS CHOOSE PRO-TREAD

Leading fleets such as Ryder, Celadon, Marten, CHS, YRC, Ruan, Pilot Flying J, Frito-Lay, CVS Pharmacy and Landstar use PRO-TREAD training. Why? What sets PRO-TREAD apart?

- Training is available online, wherever or whenever drivers need it.
- The Sentix training automation platforms makes scheduling, assigning, and reporting easy.
- 110+ lessons in the Core Library, and many add-on training programs.
- Mastery-based and “skip-proof.”
- Fast: Lessons are about 25 minutes in 3-4 minute “chapters.”
- On-shore customer service dedicated to finding a way to say “yes.”





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## WHAT TRAINING CAN DO FOR YOUR FLEET

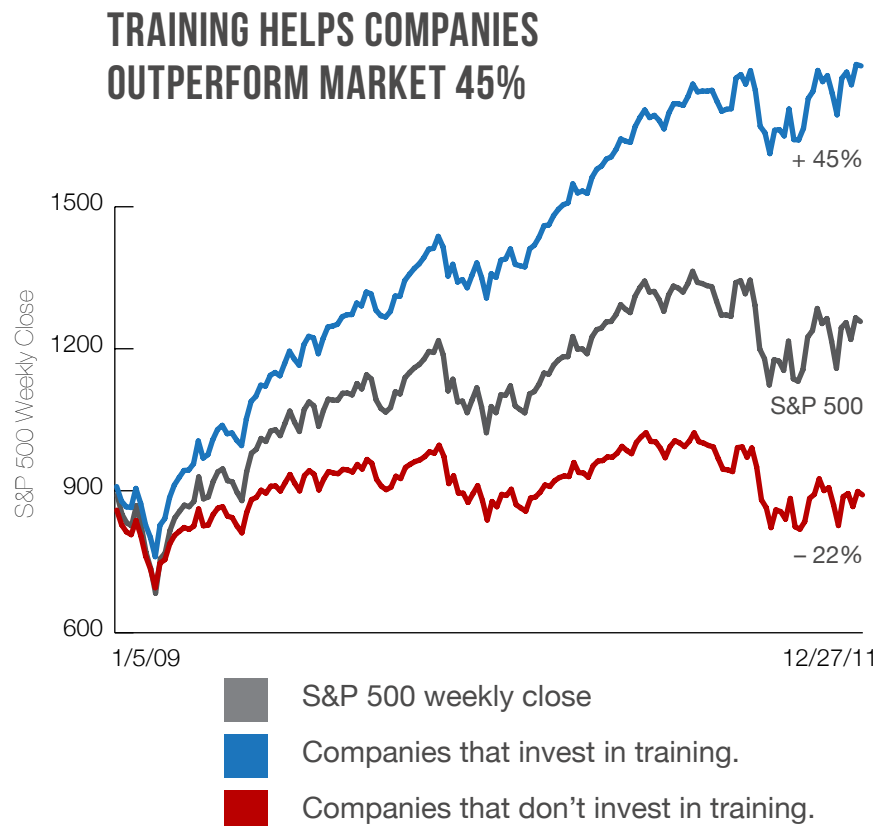
Trucking has picked up a lot of technology over the past several years, but it is still essentially a people-driven industry. So the better your people work, the better the fleet runs. As they say, “team work makes the dream work.”

Our clients report several benefits beyond safety:

- Lower insurance rates and fewer lawsuits due to reduced crashes.
- Better driver retention due to fewer violations.
- Lower CSA scores.
- Less expensive and more consistent than in-class or in-person training.
- Better fuel efficiency and lower maintenance costs.
- Less time spent in training.

## TRAINING WORKS, ESPECIALLY PRO-TREAD TRAINING

Ask any operations manager the key to success, and they’ll tell you it’s training your people doing the right things at the right time. Technology comes and goes, but people still drive the trucks and move the loads. So you will not be surprised to know that a study found that companies who invest in training outperformed the stock market by 45%. Those companies who did not, underperformed by 22%.



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Page 3

Source: American Society for Training and Development

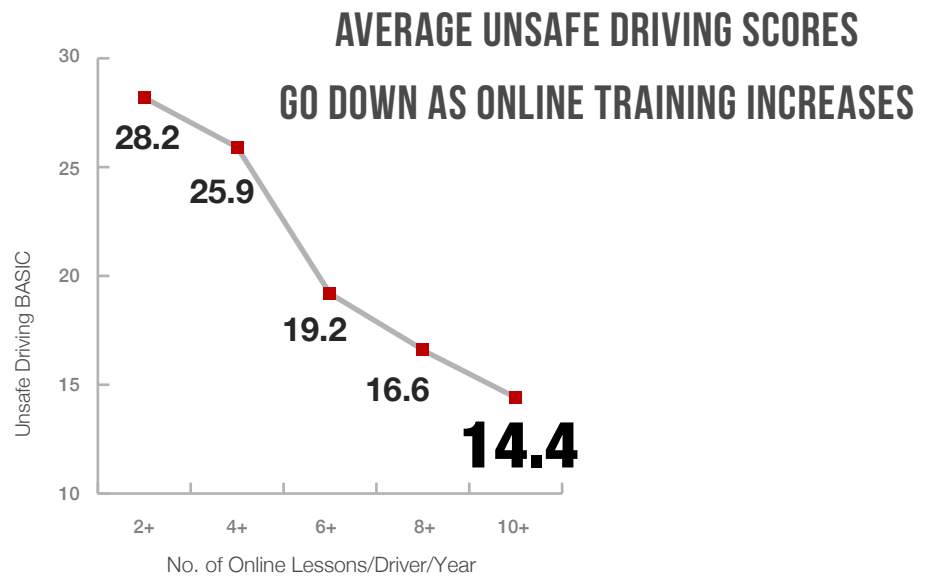


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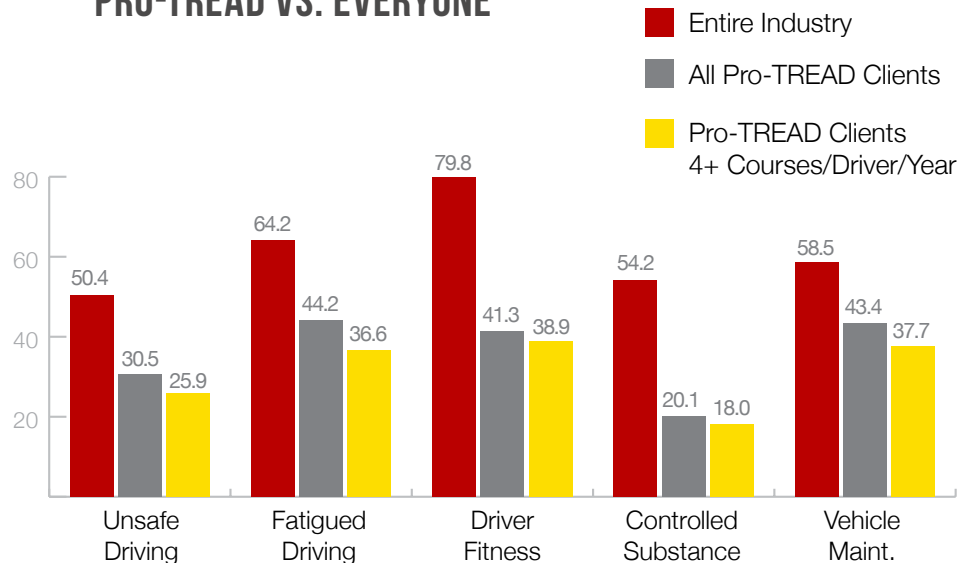
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## REGULAR TRAINING DROPS CSA SCORES

We looked at the industry averages for each CSA BASIC, and we looked at the same information in our own client base. Our entire client base scored *24 points lower* on average in each BASIC. For those clients who take 4 or more lessons per user per year — that’s just 25 minutes of online or in-cab driver training every three months — the fleet scored *30 points lower* for each BASIC. When we looked at fleets taking 6+ lessons per driver per year, they scored *34 points better* on average.



## CSA SCORE COMPARISON: PRO-TREAD VS. EVERYONE





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## SAFETY TRAINING HELPS MPG, TOO

The many safety benefits of training are obvious — fewer accidents and lawsuits. However, there's a correlation between safety and MPG. Schneider National trained a number of drivers in fuel management and road rage, and improved their miles per gallon by about 3 percent. Additionally, the company studied their 100 top fuel efficient drivers and found they had a nearly 40% lower crash risk rating compared to the bottom 100. The top 1,000 — a bigger sample size — had a 21% lower crash risk rating.



## DRIVER-APPROVED TRAINING

What managers think is good and what drivers think is good is rarely the same thing! And yet the driver feedback on PRO-TREAD has been overwhelmingly positive. A survey of 4,650 Schneider National drivers found:

- 95% agreed that the PRO-TREAD training would make the company and themselves safer.
- 93% would recommend the PRO-TREAD online lessons to fellow drivers.
- 88% agreed with the statement, "I prefer taking this type of computer-based lesson instead of attending a safety meeting."
- 74% disagreed that the PRO-TREAD lessons were too basic.

## CHEAT-PROOF TRAINING FOR ADULT LEARNERS

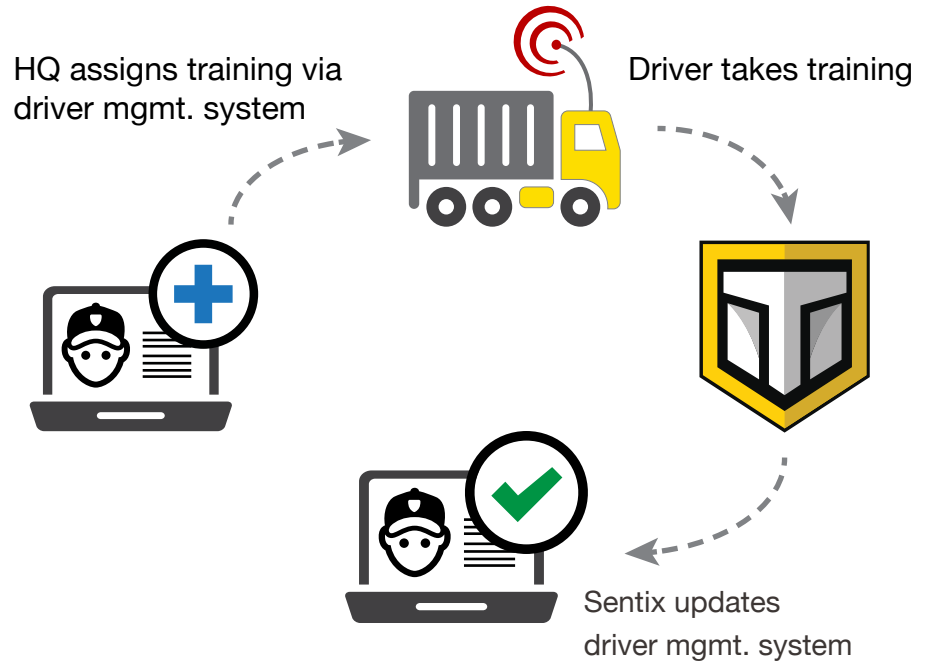
PRO-TREAD is mastery-based training. This is the same training concept used by the U.S. Army, NASA and other groups with critical skills. The biggest difference is in-lesson testing. Employees must answer questions and do simulations along the way. Get it right, and they move forward. Get it wrong, and they have to repeat it. Drivers learn they must pay attention. Plus, there's no skipping ahead: PRO-TREAD is cheat-proof.



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## INTEGRATE TRAINING WITH DRIVER MGMT TOOLS



## CONNECT TO DRIVER MANAGEMENT SYSTEMS

The backbone of PRO-TREAD is the Sentix automation platform. It controls assignments, scheduling, reporting, and if you use a driver management system, Sentix can easily integrate with it. Managers will have access to all training records on the screen they already know — no need to keep track of another login or learn yet another piece of software.

If you've integrated your driver management tools with Sentix, your driver manager can assign a course to a driver automatically. So if there's a citation, you can quickly "close the loop" by assigning the right course.

## CUSTOM TRAINING: IMPROVE YOUR OPERATIONS

When your fleet invests in new technology or new equipment, the pressure is on to implement it quickly. The faster it's implemented, the faster you see cost-savings or additional revenue. And that means teaching everyone — managers and drivers — how to use it and any new processes (like electronic logging devices). With training, changes will go more quickly and more smoothly, speeding up your ROI.

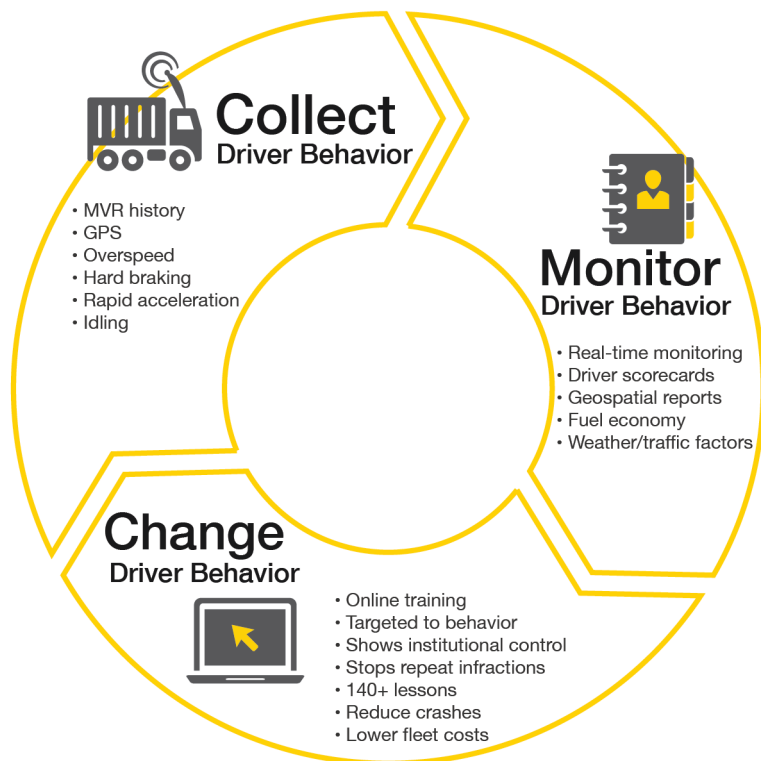


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## CONNECT DRIVER EVENTS AND TRENDS TO TRAINING

- Roadside inspection violations can be mitigated by assigning Pre-Trip Inspections, Roadside Inspections, Cargo Securement and others.
- Speeding or driving citations can be remediated through courses like Speed Management, Space Management, Road Rage, or others in the PRO-DEFENSE family of courses.
- Hours of Service violations can bewilder even the most experienced drivers, so courses like Hours of Service, Driver Logs, Driver Disqualifications can be helpful.
- Poor MPG trends for a driver can indicate a needed attitude shift (Road Rage, Speed Management) or a knowledge gap (Space Management, Urban Driving.)





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## SLASH NEW HIRE ORIENTATION COSTS

Integrating a new driver into a company can be expensive, especially when you consider the turnover for most fleets. With an online orientation and training program, you orient and train the driver first, *before* they travel for in-processing. That lets you maximize face-to-face time for training where they need to be physically present. And it gets them earning on the road sooner.

- Company policies, procedures, and culture
- Standard operating procedures
- Safety training
- Employee benefits

## HUGE CORE LIBRARY WITH SPECIALTY ADD-ONS

We've made it easy for you to build your safety program around PRO-TREAD content. All subscriptions come with our Core Library for all your users, and you can upgrade with specialty add-ons as needed. And of course, you can host custom training or document libraries on your account.

**Core Library:** More than 110 courses (about 35 hours) gives any transportation and logistics company the fundamentals for safe and profitable operations.

**Hazmat:** The four courses required for DOT recurrency training (49 CFR Part 172). Note that ITI's Sentix training automation platform can automatically reassign training every three years.

**GHS:** Hazard communication, or "right-to-know," is required for anyone who works around chemicals such as diesel.

**Food Safety:** Two courses on the FSMA rules and regulations, aimed at drivers and managers of drivers. Also includes pest control lesson.

**Specialty and Tanker Carriers:** Courses dealing with flatbeds, combination vehicles (doubles and triples) and tankers. Includes Confined Space training.

**Manager:** More than 10 courses for managers of transportation teams, including DOT-required Reasonable Suspicion.





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## **ABOUT INSTRUCTIONAL TECHNOLOGIES, INC.**

Instructional Technologies is the No.1 provider of online training to the transportation industry through its PRO-TREAD content and Sentix training automation platform.

With a roster of more than 110 standard courses aimed at making fleets and warehouses safer and more profitable, PRO-TREAD blends engaging content with real-world how-to.

The Sentix automation platform lets you streamline much of the day-to-day admin of an online training program. You can schedule assignments, pre-configure custom groups, and tie corrective training to other business systems like telematics or MVRs.

ITI also provides professional services to the safety and training teams at for-hire and private fleets, including custom courses, manager training, and improvement consulting.

Our training and safety team would love to talk to you about how to help your company be safer and more profitable.

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**877-778-7323**