

# Hirschbach Motor lines is saving on driver recruitment and retention costs by outfitting its entire fleet with EpicVue satellite TV systems

“EpicVue is a major part of our plan to cut driver turnover and boost retention. Since we announced that our entire fleet would be outfitted with satellite TV systems, we’ve seen our over-the-road driver turnover rate cut in half, and recruitment rates are up by 70%. At a cost of \$30,000 per driver for retention and \$5,000 to hire each new driver for our growing operation, the savings add up quickly.”



Brad Pinchuk  
President, Hirschbach Motor Lines

## CARRIER PROFILE

Based in East Dubuque, Illinois, Hirschbach Motor Lines is a refrigerated carrier with a fleet of over 900 late-model tractors and 1,200 trailers. The company specializes in delivering fresh and frozen products across the U.S. with a primary market that extends from the upper Midwest to and from the South, Southeast, and Northeast.

The logo for Hirschbach, featuring the name in a stylized, cursive font with a red and orange flame-like graphic above the 'i'.

# The challenge

Driver recruitment and retention needs are ongoing and costly. To fill seats in a fleet that is growing—by about 50% in the past year and 100% in the past three years—and to address driver turnover, Hirschbach Motor Lines needs to add 12 to 15 new drivers per week. The carrier estimates the cost of hiring a new driver at \$5,000 and spends as much as \$30,000 per driver on retention efforts.

## THE SOLUTION

As it adds new tractors to its fleet and replaces 2012 and 2013 models, Hirschbach Motor Lines is incorporating a series of changes to boost driver comfort. A key item on its list is an EpicVue in-cab satellite TV system. These systems have been installed on 85% of its 900 tractors so far, including company-owned vehicles and units leased to dedicated independent contractors.

EpicVue provides satellite TV to fleets of 20 or more vehicles through flat-free contracts. Each truck receives satellite service, an antenna, DVR, and a 24-inch flat screen TV for a monthly subscription fee of \$49 under a five-year contract or \$59 under a three-year contract. There are no additional hardware costs, and the subscription includes more than 100 channels of programming, including premium TV services such as HBO, Showtime and NFL Sunday Ticket.

Other driver recruitment and retention efforts at Hirschbach Motor Lines include standardized satellite radio systems, upgraded interiors, safety enhancements, fuel-saving features, and bunk configuration options. In addition, a new rewards program provides incentives for safety, training, and performance.

## THE RESULT

EpicVue is a major part of the plan to cut driver turnover and boost retention rates. Since announcing that its entire fleet would be outfitted with satellite TV systems, Hirschbach Motor Lines has seen its driver turnover rate cut in half and recruitment rates for new drivers rise by 70%. EpicVue is credited for at least one quarter of its recruitment and retention cost reductions, resulting in a savings of \$7,500 per driver for retention and reducing hiring costs by \$1,250 per driver.

“EpicVue satellite TV packages are quickly becoming a valuable recruiting and retention tool. We saw the addition of in-cab satellite TV systems in our trucks as a way to improve the quality of life for our drivers and accelerate the growth of our fleet.”

**Brian Weiss**

Director of Driver Services  
Hirschbach Motor Lines



## ABOUT EPICVUE

Salt Lake City-based EpicVue was formed by individuals with years of combined experience in the satellite and television industries. The company offers a TV viewing package specifically designed for commercial fleets. Used as a tool to assist with recruiting, retaining and improving driver quality of life, the EpicVue package brings more than 100 channels of DIRECTV programming, including premium channels such as HBO/Cinemax, SHOWTIME and the NFL Sunday Ticket, into the

comfort of a driver's sleeper for a monthly subscription fee and without any upfront hardware costs. For more information, visit [www.epicvue.com](http://www.epicvue.com).

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