

Boyd Bros. is cutting recruiting costs thanks to higher retention rates among drivers choosing EpicVue in-cab satellite TV systems, outfitting its entire fleet with EpicVue satellite TV systems

“Our turnover rate for drivers with EpicVue-equipped vehicles is about half the rate for drivers without the satellite TV systems. The cost of installing the systems is easily offset by savings in recruiting expenses. Without the drivers who are opting for EpicVue, our turnover rate would potentially be much higher.”



Chris Cooper
President, Boyd Bros. Transportation Inc.

CARRIER PROFILE

Headquartered in Clayton, Alabama, Boyd Bros. Transportation Inc. is a flatbed truckload carrier that operates throughout the eastern two-thirds of the United States, hauling primarily steel products and building materials for high-volume, time-sensitive shippers with a fleet of over 700 vehicles.



The challenge

Boyd Bros. sought new ways to boost retention rates and lower the cost of recruiting new drivers.

THE SOLUTION

Boyd Bros. began installing EpicVue in-cab satellite TV systems in a portion of its fleet in June 2014, with offerings including premium TV services such as HBO, Showtime, and NFL Sunday Ticket.

The EpicVue service for fleets brings more than 100 channels of programming into truck cabs for a monthly subscription fee and without any hardware costs.

Today, over 200 EpicVue systems have been installed in company vehicles at the request of drivers, who pay for the subscriptions. Boyd Bros. provides installation services in its company shop for the system's DVR and a 24-inch flat screen TV.

THE RESULT

Boyd Bros. Transportation Inc. is realizing a significant improvement in driver retention rates and lower recruiting costs. Among drivers with EpicVue satellite TV, the turnover rate at Boyd Bros. is half the rate for drivers that have not opted for the system. For the carrier, savings in recruiting expenses easily recoups the cost of installing the systems.



"At Boyd Bros., we take pride in offering the best benefits to drivers, including the highest flatbed driver pay in the industry, retirement savings plans, schedules that bring drivers home weekly, late model trucks, and the latest communications technology. EpicVue was the first and only company we found that provides a home-away-from-home feeling for our drivers. They meet our needs by bundling their satellite TV service and providing it without any up-front costs."

James Watkins

Manager of Mobile Communications
Boyd Bros. Transportation Inc.

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.

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