

EpicVue improves driver retention by 23%, saving \$36,000 in recruiting costs at Interide Transport ROI for in-cab satellite TV systems takes only four months for the nearly 100- vehicle fleet.

“Since installing EpicVue in our entire fleet we’ve seen a 23% improvement in driver retention that we can attribute directly to having in-cab satellite TV systems. That equals to a \$92,400 savings in hiring costs per year, and after accounting for the EpicVue monthly subscription fees it means saving about \$36,000 annually. The satellite TV systems are one of the major reasons we’re retaining drivers.”



Sean Snow  
Founder and CEO, Interide Transport

#### CARRIER PROFILE

Headquartered in Salt Lake City and founded in 2009, Interide Transport operates nearly 100 power units and about 150 refrigerated trailers in nationwide service. The carrier fields customized late model Peterbilt and Freightliner tractors fitted with a host of driver comfort and convenience items, plus fuel saving and safety technologies.

The logo for Interide Transport, featuring the word "interide" in a bold, lowercase sans-serif font, followed by a stylized orange and white graphic element resembling a truck or a road, and the word "TRANSPORT" in a smaller, uppercase sans-serif font below it.

**interide**  
TRANSPORT

# The challenge

To improve driver retention and lower recruiting costs. Along with offering trucks with numerous driver comfort items, excellent pay, fuel and safety bonus packages, and operational practices that include dedicated routes and shorter hauls, Interide Transport needed to lower the cost of recruiting new drivers by finding other ways to keep retention high.

## THE SOLUTION

In June 2014, Interide Transport began outfitting its fleet with EpicVue in-cab satellite TV systems. After initially installing 30 units, another order was quickly placed for 30 more EpicVue systems. By February 2015 Interide Transport outfitted the entire fleet: all existing and new vehicles were equipped with the satellite TV systems.

Interide transport mechanics, trained by EpicVue, installed the satellite TV systems, including an antenna, DVR and 24-inch flat screen TV, in less than two hours per vehicle.

The EpicVue package includes more than 100 channels of DIRECTV programming, including premium channels such as HBO/cinemax, SHOWTIME and the NFL Sunday Ticket. The in-cab satellite TV systems are offered to fleets with 20 or more vehicles for a monthly subscription fee of \$49 under a five-year contract or \$59 monthly for a three-year-contract.

EpicVue also offers inMotion, a system that allows one team driver to watch TV while the other is driving, and provides the capability to record a show while driving. EpicVue inMotion is available for an additional \$10 per month per vehicle.

## THE RESULT

At Interide Transport, EpicVue satellite TV systems are improving driver retention and significantly lowering recruiting costs— With no upfront costs and only \$600 per year in monthly subscription fees per tractor, EpicVue is costing Interide Transport \$56,640 annually for the 95 tractors currently in its fleet. By using the satellite TV systems as a retention tool the carrier is eliminating the need to hire about 22 new drivers annually. At an average cost of \$4,200 to recruit a new driver, the ROI for the EpicVue systems is about \$36,000 per year. Additionally, they are generating a paycheck on the investment of about four months per truck.

“EpicVue’s value is seen in the impact it has on retention and its effect on our driver recruiting budget. For every driver that stays with us because we have satellite TV in our trucks we eliminate those costs. It’s a big deal to drivers to have TV in their trucks, including younger drivers that expect technology to be available to them and experienced drivers as well. EpicVue is a differentiator that sets us apart and helps us retain drivers. It makes so much sense we don’t see why everyone doesn’t use it.”

**Sean Snow**

Founder and CEO Interide Transport



## 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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