

CASE STUDY

TMC Transportation



EpicVue

The Company

TMC Transportation, the largest employee-owned flatbed trucking company in the United States, operates late-model Peterbilt tractors and a variety of air-ride, spread-axle, aluminum trailers. Founded in 1972 and headquartered in Des Moines, Iowa, TMC provides transportation services and supply-chain-management solutions throughout the 48 contiguous states.



TMC is known for its integrity, innovation, highly trained drivers, impeccably maintained late-model equipment, superior safety record and unwavering dedication to quality and customer service.

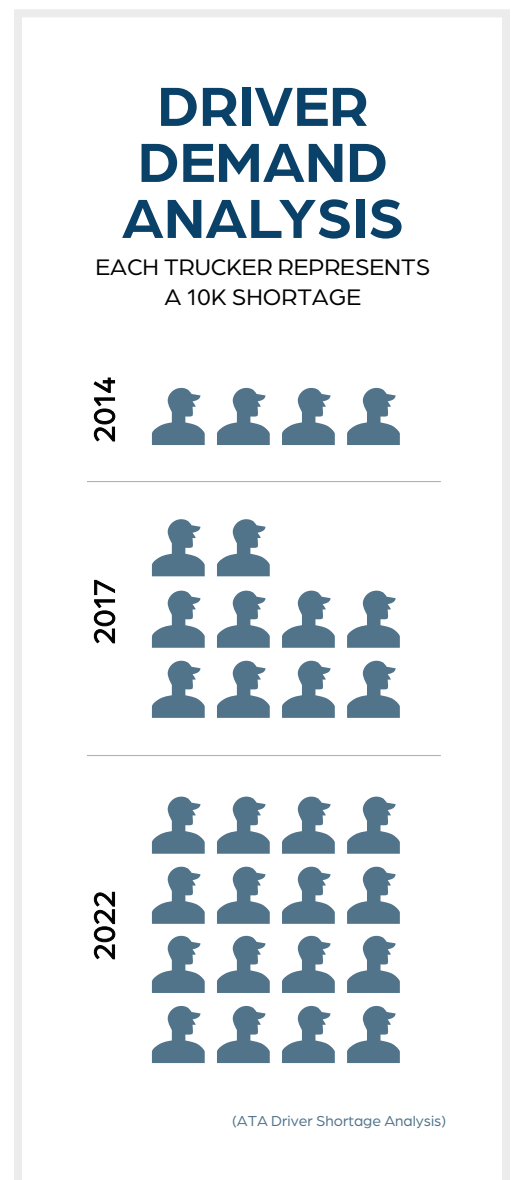
The Challenge

To enhance recruitment efforts and improve driver retention rates

Most truck-driver employees don't stay with the same company long enough to celebrate a one-year work anniversary, and half don't make it to the six-month mark. The annualized driver turnover rate soared in the second quarter of 2017, to 90 percent for large truckload fleets and 85 percent for small truckload fleets.

Because the industry is facing a shortage of around 100,000 drivers (according to an American Trucking Associations analysis) and the pool of qualified applicants is small and driver-replacement costs are high, trucking companies need to use every possible tool for improving their recruiting and retention efforts.

TMC Transportation consistently seeks the very best drivers. The company is known for its dedication to quality and customer service, boasting an industry-leading claim-free, on-time delivery record. TMC always looks for opportunities to improve drivers' quality of life on the road, and EpicVue satellite TV began playing a part in this mission in 2015.



The Solution

In late 2015, TMC Transportation began installing EpicVue in-cab satellite TV systems in tractors used in linehaul operations that keep drivers on the road at least a week at a time. EpicVue offers a package specifically designed for commercial fleets, bringing more than 100 channels of DIRECTV programming, including premium channels, into drivers' sleeper compartments.

EpicVue systems are being added to tractors at TMC Transportation as drivers request them. Currently, 570 EpicVue units have been installed in the fleet, and several more in-cab satellite TV systems could be operating in TMC vehicles in the near future.

EpicVue offers its in-cab satellite TV systems to fleets with 20 or more vehicles for a monthly subscription fee.

"When we first looked into EpicVue, we were concerned that it could become a distraction that would lead to late deliveries, but that has not happened. We have not had a single customer complaint resulting from this concern. The EpicVue system has really made an impact when our drivers, on occasion, get held up in the loading or delivering process, allowing them to return to the bunk to watch TV or a movie to pass the time."



Glen McCravy
Executive VP of risk management and HR,
TMC Transportation



The Result

A 23 percent improvement in driver retention leads to almost \$1.2 million in savings

TMC Transportation estimates that a decrease in turnover among drivers with EpicVue is saving the company almost \$1.2 million annually in recruiting and training costs, easily returning its investment in the in-cab satellite TV systems. Those savings are projected to increase as the company installs more EpicVue systems in its fleet.

TMC Transportation collected 16 months of data comparing retention rates among newly hired drivers in trucks with EpicVue to a control group of similar drivers without the systems. The data revealed a 23 percent retention improvement when comparing the EpicVue group to the control group.

Savings were derived from costs of approximately \$5,000 to hire and train a veteran driver and \$10,000 to recruit and train a new driver. These costs include cargo-securement training that is required in most flatbed operations.

"We poll our drivers periodically to make sure we're providing the right benefits and amenities, and many are telling us that EpicVue improves their quality of life on the road. Being able to watch TV during rest stops and while waiting to load or unload is a big deal to them. Many of our drivers with EpicVue systems are asked by other company drivers about the system, which is a fantastic opportunity to recruit drivers."



Jannelle
Kennedy

Program coordinator,
TMC Transportation



Driver Tyler Ferrell goes from satellite TV skeptic to advocate after signing up for EpicVue system

NAME:

Tyler Ferrell

AGE: 24**LIVES IN:**Fort Leonard
Wood, Missouri**DRIVING FOR
TMC SINCE:**

October 2016

**USING
EPICVUE SINCE:**

February 2017



Tyler Ferrell joined TMC Transportation after serving as a combat engineer in the U.S. Army for five years, including a deployment to eastern Afghanistan.

TMC Transportation driver Tyler Ferrell was hesitant when considering the opportunity to have EpicVue satellite TV installed in his company truck. "I didn't know how much I'd use it," he says.

But when the truck was in TMC's shop for service in February 2017, he asked technicians to install the system. "Now I think it's the greatest thing in the world," Ferrell says. "There's not a night that goes by that I'm not watching a movie or TV or recording multiple shows.

"I've been advocating it to every TMC driver I talk to who doesn't have it."

Ferrell says he was surprised by the number and variety of channels included in the package and by system features such as the ability to fast forward, pause and rewind and to record and keep shows. "You get everything – news, sports, whatever you want to watch," he says.

Ferrell often leaves the system on while he's sleeping so it can record shows he'll watch later, during breaks and while waiting at shippers' facilities. His favorite channel is AMC, and his favorite shows include "Last Man Standing," "The Andy Griffith Show," "South Park" and "Ridiculousness."

He and his wife, Amber, both watch "The Walking Dead" and "Impractical Jokers."

"Before I was on the road, one of the things we used to do was watch 'Walking Dead' on Sunday nights together," he says.

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"Now we can watch it at the same time and call and text each other about what we're seeing. Being able to have a little piece of home to connect to, even if that's a TV show, gives you a sense of normalcy."

When he is home, Ferrell often invites his 4-year-old daughter, Lorelei, to hang out in his truck and watch Nickelodeon or Disney Junior. "She thinks Daddy's truck has Mickey Mouse just for her," Ferrell says. "She thinks that's really cool."

Ferrell also watches satellite TV with fellow TMC drivers. As a former hockey player and big fan of the St. Louis Blues and the sport in general, he watches hockey games on NBC Sports and highlights on ESPN. Other drivers often watch hockey games and other sporting events at the same time as Ferrell, and they text or talk about what's happening.

When Ferrell was delayed recently at a shipper's facility for five and a half hours, he watched a South Park marathon. He says if he can

turn on the TV system while waiting, he does. "It definitely takes me away from being angry about not getting loaded," he says. "You can kill 30 minutes a lot better watching TV than staring at your phone or out the window."

Ferrell says at least two dozen drivers have asked him, "What's that dome on your truck?" One exchange ended with the other driver asking him for TMC's recruiting number. "And the conversation all started with that satellite," Ferrell says.

The fact that TMC provides the system shows the company's appreciation for its drivers, Ferrell says. "They care enough to think about the small things," he says. "It's a good way to treat drivers."

"And it's a good retention tool, too. I feel spoiled. I don't know if I could go to another company that doesn't have satellite TV."



"I think it's the greatest thing in the world."

There's not a night that goes by that I'm not watching a movie or TV or recording multiple shows."



Once a hockey player himself, Tyler Ferrell now enjoys watching hockey games through EpicVue satellite TV.

One of the first TMC drivers to try EpicVue, James Ashton says satellite TV keeps him occupied while he waits for oversized-load permits

NAME:
James Ashton

AGE: 32

LIVES IN:
Jacksonville,
Florida

**DRIVING FOR
TMC SINCE:**
2010

**USING
EPICVUE SINCE:**
Late 2015

One day in late 2015, driver James Ashton was at TMC Transportation's headquarters in Des Moines, Iowa, and saw technicians installing something on several trucks. Curious, he asked a member of upper management what it was. The EpicVue satellite TV system was installed on his company truck that day.

As one of the first TMC drivers to test the in-cab TV system, Ashton fielded a lot of questions. Other drivers wanted to know whether it worked during rain or when other trucks drove past at truck stops. When drivers watch local stations with an over-the-air antenna (similar to antennas used with home TVs to pick up local channels), passing trucks block the signal, resulting in static.

That doesn't happen with EpicVue satellite TV, Ashton says, adding that it works great in inclement weather as well. He says he's only lost the signal twice in two years, and both times were during extremely severe weather events. "I didn't think

a small satellite on a truck could be as strong as a dish on a house, but it's turned out to be as good as a home system," he says.

Ashton, who works in TMC's boat division, says he often watches satellite TV while waiting for oversized-load permits, which have to go through various state permitting departments. "It could take 10 minutes to 8 hours," he says. "Waiting around can be a real time killer. Watching TV during

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delays keeps me occupied. You could go crazy just sitting there and thinking about the time."

Because he's on the road two or three weeks at a time, he also watches at night and on weekends. His favorite channels are USA, TNT, HBO and other movie channels. He watches Ultimate Fighting Championship (UFC) coverage on Fox Sports 1 and college football as well. Ashton is a Florida Gators fan. "I haven't missed a game this year," he says.

"EpicVue definitely brings the quality of life up," he continues. "Without TV, it was more or less play with the phone, look at Facebook and walk around, which I still do for exercise."

Ashton continues to get questions from other drivers at truck stops, and says many are surprised a company is providing satellite TV for its drivers. "It's worth it to me," Ashton says. "It's beneficial, and not a lot of companies offer something like this."



"I didn't think a small satellite on a truck could be as strong as a dish on a house, but it's turned out to be as good as a home system."

Driver Aaron Claeys feels connected to home with EpicVue satellite TV

NAME:

Aaron Claeys

AGE: 25**LIVES IN:**

Toulon, Illinois

**DRIVING FOR
TMC SINCE:**

July 2016

**USING EPICVUE
SINCE:** Six
months

Aaron Claeys and his wife, Michelle, enjoyed watching TV shows together – until he began driving a truck during the week and over some weekends.

“Before I had EpicVue, she had to record them and wait all week to watch them with me,” says Claeys, who has been driving for TMC Transportation since July 2016 and began using the EpicVue satellite TV system about six months ago. “Now we can watch them at the same time and talk about them on the phone that night or the next day. I still have that connection at home. I don’t feel as isolated.”

The couple’s favorite show is “Chicago Fire,” and they also watch “Big Bang Theory,” “Blindspot” and “American Ninja Warrior” together.

Claeys says his usual routine at the end of each day on the road is to shut down, boot up the EpicVue system and make dinner.

“By the time dinner is made, I’m kicking back, eating and watching TV and relaxing,” he says.

He also uses the satellite service during delays and long-haul breaks.

Recently, Claeys’s truck was one of many in a line at a shipper’s facility, waiting to be loaded. He decided to watch TV. “It makes the time go by faster,” he says. “I’m not just sitting there, looking at the clock and making a minute feel like an hour. No driver likes waiting, but satellite TV sure does help.”

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Claeys describes 34-hour resets at truck stops as

“the most boring weekends ever” without EpicVue. While leaving the truck stop and going sightseeing is sometimes an option, that’s not possible in many remote locations, he says. An individual driver doesn’t get to choose what to watch on truck stop TVs, but Claeys can watch whatever he wants on his own TV in his truck. “Those long hauls you’re on – it’s wonderful for that,” he says.

His top channels include Freeform, NFL Sunday Ticket, History Channel, Animal Planet, TBS, Discovery Channel and movie channels. Since Claeys is a football fan, he says NFL Sunday Ticket is a huge draw because he can watch every NFL game on Sundays, and the NFL Sunday Ticket package alone typically costs around \$70 per month.

“EpicVue benefits TMC and it benefits drivers, so it’s a win-win. Everyone’s happy,” Claeys says.



“My wife and I love watching certain TV shows together, and I’m not always there. Before I had EpicVue, she had to record them and wait all week to watch them with me. Now we can watch them at the same time and talk about them on the phone that night or the next day.”





About EpicVue

Salt Lake City-based EpicVue was formed by individuals with many 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 and retaining drivers and improving their 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 compartment for a monthly subscription fee and without any upfront hardware costs.

For more information, visit www.epicvue.com.

