



How Dickinson Fleet Services overcomes unprecedented talent shortages to maintain growth, customer satisfaction and technology-driven market leadership

Companies frequently depend on fleet vehicles to conduct their everyday business operations. Trucks and trailers of all sizes and configurations routinely require regularly scheduled maintenance. Fleet vehicle maintenance and repair is often one of the largest expense categories a business incurs, and the added cost of vehicles and drivers being sidelined due to out of service vehicles has a significant negative impact on customer service levels and profits.

Dickinson Fleet Services (DFS) is a nationwide provider of maintenance and repair services for fleet vehicles and stands uniquely in this space at the crossroads of innovative technology, national

connectivity and top people talent. DFS doesn't just offer solutions, it delivers measurable value to owners and operators of vehicle fleets with its unique business approach and wide spectrum capabilities. It's known for having the industry's largest mobile on-site work truck fleet and a supporting network of full-service repair centers that offer mechanical, collision and functional repairs.

Challenges: Competing for Highly-Skilled Talent

At DFS Services, innovative technology and the company's nationwide reputation are driven by a high-performing and dedicated team of service technicians that constitute 2/3 of the company's employees. Value-creation starts and ends with our people, and the single greatest business challenge the company faces is sourcing, hiring and retaining top talent in the wake of the one of the most formidable job markets in over 50 years. Today, the competition for diesel and trailer technicians is fierce, and available talent can, typically, secure a job within 48 hours while often having multiple employment offers. In order to maintain its growth and exceedingly high Gold Standard for customer service, the company has had to move beyond traditional methods of recruitment to develop new strategies to overcome the challenges presented by the labor market.



To overcome market-wide shortages of qualified technicians, DFS needed to move beyond traditional methods of recruitment.



Engage2Excel helped DFS refine its value proposition for diesel technicians, which—in addition to competitive pay and benefits—includes state-of-the-art vehicles stocked with the latest equipment, training programs and opportunities for advancement.

The Solution: A High Touch Approach

Engage2Excel implemented a high-touch talent acquisition strategy for DFS that gets candidates' attention, keeps them engaged through the process and lets them know that they are valued.

The Results: A Transformation in Talent Acquisition

- Since 2017, Engage2Excel Recruitment Solutions has created 463 hires at DFS and the number of no- starts—candidates who accepted an offer but did not appear on their first day of work—is less than 1%.
- The retention rate has improved 240%.
- 60% of the new hires were directly sourced. Instead of waiting for candidates to respond to job postings, Engage2Excel proactively found, contacted and “courted” top candidates.

These numbers are in stark contrast to industry averages. They represent a big change for DFS, where managers in some markets had been unable to attract viable candidates for two or three years.

Through this success, the new talent acquisition strategy has earned credibility and become embedded in DFS. The company now welcomes input from Engage2Excel on the recruitment and retention process. An on-site recruitment coordinator was hired as a DFS employee, and continues to help ensure strong communication between the two organizations.



DFS and Engage2Excel have proven that, in today's ultra-competitive market for skilled technicians, candidate engagement is the key to success.