



 Diversity, Equity, and Inclusion

Unleash the Power of Mentoring<sup>®</sup>

**SPEC CASE STUDY**



# Transportation Company Increases Retention of Women Drivers by 20.4%.

Chronus helps Red Tower Trucking set diversity standards for hiring women driving associates **70% higher** than their closest competitor.



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I M P A C T

## THE CLIENT

Red Tower Trucking, Inc. is located in Olathe, Kansas, a less-than-truckload (LTL) transportation and logistics corporation. With annual revenues of \$10 billion and 30,000 team members, the company ranks high as one of the top 100 transportation companies to work for.

## THE CHALLENGE

Red Tower is an employee-centric organization that prides itself on its progressive Diversity, Equity, and Inclusion (DEI) policies. They want to increase diversity, especially among truck drivers. However, recruiting is a challenge in a male-dominated industry where less than 8% of drivers are women.

Seventy-five percent of women drivers resigned within the first year. During exit interviews, Red Tower discovered the drivers wanted a shadowing program to reach out to someone for support.

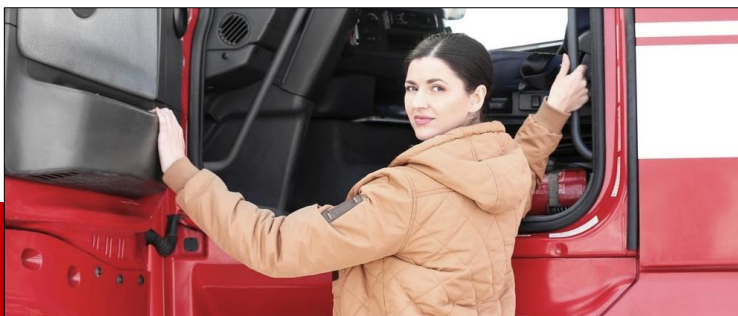
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**Chronus' New Hire Buddy Program helps Red Tower Trucking pair new hires with seasoned truck drivers. The program increased retention and employee engagement.**

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## THE SOLUTION

Chronus offers cloud-based software and has customization services. The Chronus team integrated the New Hire Buddy software into Red Tower's current transportation management system and developed a unique app for their smartphones to keep drivers connected on the road.



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### CONTACT US

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Red Tower wanted to implement the program immediately but didn't have time to set up and learn new software. They used Chronus' Program Administration that managed the day-to-day program. We held remote training to get their HR team acclimated to their new mentoring program when Red Tower was ready.

The mentoring program is intuitive with a built-in algorithm to match mentor and mentee, creating an optimal chance for compatibility. New drivers are put into the buddy program as a part of the onboarding process. The new driver has a chance to ask questions, experience transparency, and engage with their new culture, and Red Tower gets excellent feedback.



"Chronus' mentoring program offered convenient solutions to address our retention challenges immediately. The Buddy program works so well we've opened the program to all new drivers. Not only did we retain more women drivers, but we also increased employee engagement."

Gladys Mayweather,  
Transportation Director,  
Red Tower Trucking, Inc.

## THE RESULTS

Red Tower's retention rate for women drivers has increased 20.4%. At Red Tower Trucking, 12.3% of their driving associates are women, a rate that is 70% higher than their closest competitor. With 7.8% female drivers in the U.S., this is an incredible accomplishment.



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