

The Napa River Difference

One of the main challenges facing the industry is retaining good, experienced drivers. In order to thrive, companies need to keep and attract experienced drivers; regardless of management's best intentions, however, this can be a seemingly impossible task. Our team has been entrenched in the commercial auto industry since 1995, so we truly understand the complexity you face to not only retain your drivers, but also ensure they feel appreciated and safe. Napa River helps companies face those challenges head-on by offering clients the Driver1st program.

Why Napa River and Driver1st?

Our deep-rooted experience allows us to understand the issues that lead to driver retention challenges. Driver1st is available to all our clients, and is unique in that it offers personalized, hands-on training. That means no two programs are identical, since they are carefully tailored to fit your specific needs.

What does Driver1st offer?

Evaluation. We begin by evaluating your company and reviewing data about former drivers, as well as any contributing factors that may lead to driver dissatisfaction. We also evaluate driver referral and incentive programs, and frontline personnel bonus programs.

Program Setup. Findings are communicated to management, and we work with management to come up with a personalized action plan that will lead to increased driver retention.

Training and Communication. The program is introduced to employees through a series of seminars. The company's progress and activities are closely monitored. Ongoing communication to drivers and their families is offered, as well as mentoring and developing a support structure that ensures drivers understand they are vital to the organization.

Our professionals are committed to working with you along every step of the way to measure results and help you adapt to ever-changing conditions. To set up the Driver1st program in your company or to learn more about it, please contact Napa River.

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