

# Driver Compliance Hits the Online Highway

## Why 850 Companies use J. J. Keller's Driver Management Online™

For as long as trucking operations have had to deal with government regulations, fleet owners and managers have had to deal with the accompanying paperwork and processes.

Within smaller operations, the challenge has traditionally been a lack of manpower to tackle these tasks. Handling the responsibilities of driver qualification, log auditing, accident and recordkeeping, and alcohol and drug testing is time consuming and labor intensive. Even with just a few drivers, the challenge is to both understand the DOT regulations and comply with them.

Within larger operations, the challenge is compounded by the number of drivers and the complexity of organizing these processes — especially across multiple locations. Ensuring that nothing slips through the cracks, and that compliance issues are addressed consistently, is often an insurmountable challenge without help from technology. The result is a serious risk of DOT fines and legal liability.

### The "Stone Age" of Driver Management

Until recently, fleet operations relied on primitive paper-based filing systems or cumbersome computer spreadsheets to handle driver management tasks. This made it nearly impossible for owners and managers to get a quick and comprehensive view of their entire fleet's compliance.

The same system also made it extremely difficult to track trends, such as types of accidents among drivers and frequent log violations. Additionally, there was no way to automate basic tasks in order to eliminate time-consuming administrative responsibilities such as generating reports and redundant data entry steps.

What transportation professionals needed — and desperately wanted — was a more efficient and cost-effective way to:

- a) Organize compliance information related to driver management
- b) Complete associated tasks quickly and accurately

And they wanted to accomplish this using a single, all-inclusive system. That marketplace demand was the impetus which inspired J. J. Keller & Associates, Inc.® to begin development of *Driver Management Online™* (DMO) in 2001.

While most of the future dot-com busts were focused on being the "next big thing," J. J. Keller was focused on developing a practical, web-based solution to better serve its transportation customers.

Today DMO is used by more than 850 companies to manage more than 300,000 drivers. To understand DMO's unparalleled success, it's necessary to understand how it was developed.

### From Interstate to Internet

The idea for DMO was conceived during the technology boom of the late 1990s. While most of the future dot-com busts were focused on being the "next big thing," J. J. Keller was focused on developing a practical, web-based solution to better serve its transportation customers.

DMO took root in the form of a web-based service, or an Application Service Provider (ASP). Users can simply log into an online account and have immediate access to DMO. And since it's continually updated behind the scenes, there are no program upgrades or downloads required from users. Plus, it typically costs 30 to 50 percent less for a company to use an ASP rather than manage the work themselves.

Once the ASP format was selected for DMO, the next step was to undertake a series of customer research studies. The results revealed that transportation professionals wanted a web-based driver management solution with several inherent features:

- The application should be scalable so any number of drivers could be added or subtracted with no additional complexity.
- All information should be compiled into a single database that could be accessed from multiple locations via the Internet.
- Processes and reports should be standardized across all driver management functions to ensure consistency and ease of use.
- Third-party interfaces should be enabled so DMO could work with other technology solutions, as well as other J. J. Keller web-based products.
- 24/7 compliance alerts and reminders should be provided to ensure that no compliance requirements are overlooked or forgotten.

DMO was soon able to meet each of these needs and more.

### **DMO Handles Driver Management from A to Z**

The development of DMO would eventually take 28,000 man hours in order to include every driver management task the surveyed transportation professionals wanted it to perform. These tasks remain core to the product's success to this day.

#### *Driver Qualification*

DMO streamlines the workflow related to the hiring and qualifying of drivers by using built-in checklists and ongoing alerts that take the guesswork out of establishing and maintaining proper files. It includes an online, customizable employment application process to delegate hiring responsibilities to a specific individual. It's even possible to scan CDL documentation, employment history files, and more in order to save them as a part of the employee's electronic file.

#### *Alcohol and Drug Testing*

One of the most labor-intensive driver management tasks is complying with DOT's Alcohol & Drug Testing regulation (49 CFR Part 382). Fortunately, DMO not only provides pre-employment and post-accident testing tools, it also manages the random selection process for testing employees as well. DMO can even integrate with third-parties to receive test results electronically.

#### *Background Checks*

In order to meet FMCSA requirements, DMO makes it possible to order employee background checks via USIS. As these checks are returned, DMO is updated automatically. Available checks include motor vehicle reports, commercial driver license information system (CDLIS) check, criminal history, education verification, and workers' compensation verification.

#### *Driver Training*

To keep track of initial and ongoing driver training efforts and requirements, the system automatically monitors training programs and schedules, then provides alerts for which drivers need to complete which training and when. Training summaries can even be created and exported to an Excel spreadsheet for reporting purposes.

#### *Accident Tracking*

One of the key challenges faced by fleet owners and managers is the need to know whether an accident is DOT recordable. DMO's decision tree logic makes this process as easy as answering a few "yes-or-no" questions relating to the accident. It's also possible to view accident information or history by driver to identify potential patterns.

#### *Log Auditing*

Log Checker<sup>®</sup> Online is an optional add-on for DMO to assist in compliance with federal hours-of-service rules. Users can enter driver log information from any location and detailed audit reports can be run to monitor for violations. To help educate and inform drivers about specific hours-of-service issues, driver-specific reports such as a Compliance Notification Letter can be printed or e-mailed to them.

#### *Management Visibility*

Providing fleet owners and managers with easy access to complete compliance information was fundamental to the development of DMO. On each DMO client's home page — or "dashboard" — they get a real-time view of company-wide compliance and driver management information. And from there, corporate- and location-level reports can be created automatically. It's an unprecedented overview of fleet compliance.

### **More Than Just a Pretty Interface**

When DMO was introduced in January 2003, the feedback was immediate and overwhelmingly positive. In addition to a user-friendly interface that makes driver management tasks simple to perform, clients were also pleased with the ongoing work J. J. Keller was doing behind the scenes.

Unlike many software applications, DMO is by no means a static program. Our in-house experts update the DMO system whenever a related DOT regulation changes to ensure that customers never have to worry about non-compliance issues. Because of the web-based ASP format, updates are made immediately, with no additional action or fees required from the client.

### **An Apple in a Sea of Oranges**

Over the past several years, other companies have popped

up offering their own versions of web-based driver management solutions. While many have come and gone in that time, others have found a niche in one aspect of driver management or another.

But comparing DMO to these alternative solutions is like comparing apples to oranges. That's because DMO has distinct advantages:

- The primary advantage of DMO is its breadth and depth. This single system guides the FMCSA regulatory compliance for any number of drivers a company employs. From online all-inclusive DQ files to log auditing and integration with J. J. Keller's other technology solutions, DMO handles it all. There's simply no comparable alternative in the marketplace
- DMO has evolved from proven software that's been around for years and used by thousands of transportation professionals. We've now taken this technology to the web, including more functionality.

The result of these key advantages, however, are best summed up by those who use DMO on a daily basis. Based on a DMO client satisfaction report released in 2008, 96% of

DMO clients would recommend it to a colleague. (The only reason it wasn't 100% was because the remaining 4% didn't reply to the question!)

Other impressive DMO client satisfaction statistics include:

- 95% agreed that DMO produced work process improvements
- 96% agreed that DMO provided time and resource savings
- 98% agreed that DMO centralized their compliance information

#### **Taking the Online On-Ramp**

As the transportation industry has grown increasingly challenging, more and more companies are discovering the cost-effectiveness of using DMO's online technology to streamline their driver management tasks. The increased efficiency and regulatory accuracy has provided them with a rapid return on investment that wouldn't have been possible otherwise. With so much at stake, is it any wonder over 850 companies use J. J. Keller's *Driver Management Online™*?



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**J. J. Keller & Associates, Inc<sup>®</sup>** has delivered innovative regulatory and compliance solutions to companies since 1953. Their solutions and services are considered second to none in the transportation industry, which is why J. J. Keller's products are purchased by 100% of the top 100 for-hire and private carriers in the United States. To learn more about J. J. Keller, visit [www.jjkeller.com](http://www.jjkeller.com)