



**The Cycle:**  
How Modern Workforces  
and Mobile Workflows  
Influence Each Other

## Section 1: Introduction

Today's worker is far more mobile and reliant on technology than the average employee was just decades ago. The dramatic shift in how we work has been accompanied by an increase in how many roles and responsibilities the average employee has. Today, no two roles are alike.

With the creation of these roles, and the expansion of modern technology, it's important that workflows are able to keep up with consumer demand. Given that technological advancements are coming out at a speedier pace than ever, roles and responsibilities are constantly having to shift to accommodate the revolving door of the customer demands that naturally accompany these technological solutions.

Simply put, customer expectations have risen dramatically in conjunction with the convenience of modern technology. The average person has become more and more accustomed to getting what they need when they need it in little to no amount of time. In fact, a Deloitte consumer study concluded that 75% of customers view 3-4 day shipping as too long in today's age of accelerating service-speeds.

Creating a workflow that caters to these customer expectations is made possible when you have a solution that can keep up.

### How the Workforce Has Changed

#### **More people, evolving technology, higher efficiency, better expectations. Here's how the American workforce has shifted:**

- *A recent Business Insider study found that 86% of U.S. jobs are service-based*
- *The Bureau of Labor Statistics classifies the civilian, noninstitutional population as age 16 and up — that number was close to 180 million in 1985 and is around 260 million today*
- *According to the World Economic Forum, machines will create 58 more million jobs than they displace by 2022*



## Section 2: Limitations of Antiquated Workflows

Fleet-reliant companies must deal with ever-changing routes, compliance requirements, and rising fuel costs. When mixed with exceedingly high customer expectations, these companies must find a way to maintain fuel and operational efficiency without comprising driver satisfaction or exceptional customer service standards.

Managing freight, planning routes, and assisting drivers is a complex task that simply cannot be left to manual processes. Also, manual processes do not provide anywhere near the near-real time visibility that managers and back-office teams can utilize for future improvements and success.

While cross-communication in any company can be greatly beneficial, excessive cross-communication that comes with the day-to-day tasks relating to load deliveries and customer interactions can be very costly to your bottom line. Moreover, these updates are not nearly as timely as they can be with more automated processes.

When drivers and back-office teams have to heavily rely on communication from one another to ensure proper protocol and procedures take place, it can be burdensome on both involved parties. As driver satisfaction is imperative to driver retention, antiquated technologies and workflow processes often play a key role in how manageable a driver's day is.

Manual processes can greatly impact your bottom line. **A recent McKinsey Digital analysis found that amongst 800 professions, 60% of occupations could save up to 30% of their time with automated processes,** including reviewing paperwork and processing documents.

## Section 3: Modern Driver Workflows

Drivers encounter a wide variety of mild to severe changes to their workdays. The majority of these changes or disruptions occur repeatedly, so having a solution that can provide drivers with step-by-step instructions for specific and repetitive tasks — which the average employee spends between 20 to 40% of their time on — can greatly help save you on your bottom-line costs.

Additionally, integrating your company policies and processes into the right solution to help further guide drivers can prove beneficial to your company's overall success. Streamlining a workflow process in an efficient way can help ensure that consistent, professional standards are set and met. The domino-effect of this is that customer service is exponentially better, as customers reap the benefits of the correlations between streamlined professional standards and exceptional customer service.

### WHAT THE RIGHT WORKFLOW CAN DO FOR YOUR BUSINESS

An intuitive solution can integrate with dispatch systems so you can automate functions, such as load assignments, process forms, and day-to-day required tasks. Fleet managers, dispatchers, and system administrators can also plan trips more effectively by ensuring that drivers are focusing on specific tasks at specific times, rather than being overloaded with a multitude of tasks to sort through.

With enhanced trip visibility, dispatchers are updated in near-real time with trip updates and load details. Further, your operations team can analyze and forecast an entire trip before it even begins and make changes as needed when route or load fluctuations occur.

Businesses, customer needs, and driver expectations are constantly evolving. In today's world, utilizing a solution that can scale with your business, such as Omnicracs Drive, is a must for continued success.

#### Sources:

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- 2) <https://www.businessinsider.com/39-ways-the-american-workforce-is-changing-2015-6#86-of-us-jobs-today-involve-offering-services-instead-of-making-things-1>
- 3) <https://www.bls.gov/web/empst/cpseea01.htm>
- 4) <https://www.forbes.com/sites/amitchowdhry/2018/09/18/artificial-intelligence-to-create-58-million-new-jobs-by-2022-says-report/#58fca6fb4d4b>
- 5) <https://www.mckinsey.com/business-functions/mckinsey-digital/our-insights/four-fundamentals-of-workplace-automation>
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With a  
Robust Workflow  
Solution,  
You Can:

Integrate mobile trip  
information with existing  
dispatch systems

Standardize  
communication through  
customizable forms

Streamline workflows  
through in-app data  
validation

Help drivers and  
back-office teams easily  
adapt to processes and  
procedures