

Bettaway Traffic Systems, Inc

Less than 250 employees with a large fleet of asset drivers

South Plainfield, Middlesex County

Union: IBT 812

Responses to 2018 EANJ Talent Management Survey

- Plans on hiring this year
- Currently hiring and plans on hiring within 6 months
- Plans to hire truck drivers and dispatchers
- Will recruit through job fair, job boards, internal recruiting
- Major recruitment challenge: not enough drivers available
- Has formal Talent Management plan and expects to face shortages of talent in areas that will impact their business
- Expects to face shortages in number of drivers with minimum years they desire
- Has plan to predict, refer, or replace talent
- Has plan to identify career paths for employees
- Has mentoring program

Company Profile

Bettaway provides supply chain solutions. As a management partner, it offers clients, primarily national companies within the beverage industry, a contracted national carrier and pallet network, customized logistics software, a company-owned and operated fleet, expansive warehousing and supply chain consulting services. Privately-owned. 38-years in business, fast-growing, in both revenue and assets.

Interview

Steve Aslan. Director, HR and Contract Compliance. Biggest immediate challenge is hiring drivers, long-hours are unattractive, even though pay is good. Company partners with Rutgers Global Logistics program for managerial pipeline and Piscataway Vocational Technical for dispatcher pipeline. Internship program for college students and job shadowing throughout the year for students with disabilities. Applied for an apprenticeship grant from LWD for dispatchers but was denied.

Company uses sophisticated transportation managerial system. Employees are trained. Mentoring and career pathing – from dispatcher to planning to team leader.

Use of proprietary talent tracking and matrix system that requires supervisor's appraisal and performance mentoring

Company is beginning to transition to self-driving vehicles as it is in line for a few; once received pilot testing will begin. Over time, this will require fewer drivers but more technological skills in all other areas. Rutgers is a strategic partner in ensuring a pipeline of technical talent.