



Case Study:

Trucking Edge Cuts Preventable Turnover by 47%

How one transportation company transformed their hiring process and dramatically reduced employee turnover using cognitive science and AI driven talent assessment.



The Challenge: High Turnover in Trucking

The trucking industry faces constant attrition. Companies struggle with:

- Increased recruiting costs
- Operational disruptions
- Diluted ROI on training

Trucking Edge couldn't differentiate between short-term hires and those with long-term potential.



The Solution: Career Quotient (CQ)

Modeling Success

Identified successful, long-tenured employees as "Exemplars" and modeled their cognitive profiles to create a success profile.

Assessing Potential

Candidates took assessment to create "Cognitive Fingerprints" measuring mental ability and work values.

Generating CQ Score

Artificial Intelligence to compared individual profiles to Exemplars to predict success potential and create CQ score.



Key Finding: Reduction in Turnover in the Critical first 90 days

47%

**Lower Overall
Turnover**

With Catalyzer's CQ assessment

30%

**Lower Involuntary
Turnover**

Versus employees with no or low CQ

Turnover rates of Hires with High CQ Score vs. with Low or No CQ Score in
first 90 days of employment

*“With the Catalyzer’s Career Quotient (CQ),
we reduced turnover by almost 50% in the
first 90 days. I would recommend working
with the Catalyzer team to anyone looking to
find and keep great people!!”*

- Craig Ferguson, CEO, Trucking Edge

Turnover Analysis

Turnover Metric	With High CQ Score	No CQ Score	Reduction
Overall Turnover Rate	12.50%	23.68%	~47%
Voluntary Turnover Rate	0.00%	5.26%	N/A
Involuntary Turnover Rate	12.50%	18.42%	~31%

Deeper Insights: Quality of Turnover

1 Zero Voluntary Departures

No high-CQ employees chose to leave. This indicates higher job satisfaction and role alignment.

2 Lower-Risk Terminations

CQ group terminations were primarily for issues like attendance due to communication failures.

3 Fewer Critical Infractions

Non-CQ group had serious issues: failed drug screens, safety violations, performance failures.



The Science Behind CQ

Industrial/Organizational Psychology

Catalyzr leverages established I/O psychology principles to identify potential.

The assessment measures both cognitive abilities and work values.

Artificial Intelligence

AI algorithms compare individual profiles to successful exemplars.

This creates a predictive model specific to each company's needs.



Build a More Stable Workforce



Data-Driven Decisions

Move beyond guesswork with scientific measures of potential.



De-Risk Talent Strategy

Reduce costly turnover and high-risk behavioral issues.



Committed Workforce

Build a stable team aligned with your company values.

Ready to maximize your workforce potential? Visit catalyze.com to learn more.