



Driver Retention Reality Check

What Most Fleets Miss

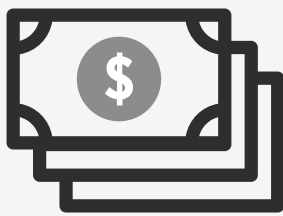
Driver turnover in trucking remains above [90%](#), draining fleets through constant recruiting and retraining. Many cycle through the bottom [25%](#) of their driver pool every four years — a costly churn in a field where replacements aren’t easy to find.

As ATA Chief Economist [Bob Costello](#) notes, requirements like CDLs, age limits, drug testing, and clean driving records shrink the pool of qualified drivers, making each departure even more impactful.

To retain drivers, fleets must understand the realities of the job and challenge common misconceptions about why drivers leave.

Misconception

Reality



“
Pay is the main reason drivers quit.
”

Compensation matters, but safety concerns drive turnover faster.

The challenge

Outdated vehicles, rushed inspections, and a lack of visibility on the road leave drivers feeling vulnerable. Women drivers also report [limited access to safe truck stop facilities](#) and cab accommodations.

Potential fixes

- Consider proper rest stops and cab accommodations in route planning
- Use [AI dashcams](#) to spot and alert drivers of imminent hazards so they can react instantly
- Install [IoT sensors](#) in trucks to monitor engine data, cargo conditions, and door status throughout the trip

Impact

Safer roads, fewer breakdowns, and drivers who feel protected behind the wheel.



“
Retention efforts end after onboarding.
”

Retention is an ongoing process, not a 30-day window.

The challenge

Many fleets pour resources into recruiting and orientation but lose momentum after the first month. Drivers can feel forgotten once they’re “in the system”.

Potential fixes

- Pair rookies with veteran drivers to foster lasting mentor-mentee relationships
- Use [driver apps](#) or portals to stay connected with drivers and keep lines of communications clear
- Create structured 30/60/90-day check-ins to reinforce support

Impact

Drivers feel valued long after orientation, strengthening their loyalty and reducing early churn.



“
Feedback only frustrates drivers.
”

Timely, constructive coaching actually boosts retention.

The challenge

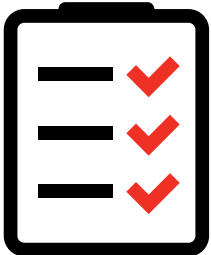
Traditional “after the fact” reviews feel one-sided and demoralizing.

Potential fixes

- Schedule short, regular check-ins and set clear performance goals
- Gamify driver performance with [leaderboards](#) to create friendly competition
- Leverage in-cab coaching and footage to give drivers fair, real-time feedback

Impact

Drivers can track their progress, build confidence, and view [coaching as support](#) — not surveillance.



“
Paperwork is part of the job.
”

Clipboards and carbon copies belong in the '90s — automation is here.

The challenge

Manual inspections, endless paperwork, and clunky compliance systems drain drivers’ energy.

Potential fixes

- Automate workflows with Electronic Logging Devices ([ELDs](#)) and Paperless Driver Vehicle Inspection Reports ([DVIRs](#))
- Simplify drivers’ days with intuitive [in-cab apps](#) that handle HOS logs, workflows, and compliance
- Streamline documentation for fast, easy, and legally secure reporting

Impact

Less time wasted on admin, more time on the road with compliance handled in the background.



“
High turnover means drivers are leaving the industry.
”

Drivers are job-hopping between carriers that offer better working conditions.

The challenge

Limited [home time](#), unclear career advancement, inconsistent schedules, and diminishing trust.

Potential fixes

- Offer predictable schedules with [route optimization](#) tools to support work-life balance
- Implement mentorship and referral programs to nurture development
- Provide clear career pathways and growth opportunities

Impact

Drivers who see real career paths are more likely to stay loyal and build long-term relationships with their employing fleet.

Retention is about more than just handing out bigger paychecks. Fleets that foster safety, support, and respect give drivers a reason to stay. Turnover drops the moment drivers stop feeling like a number and start feeling like a valued member of the organization.



Find out more about how
EROAD can help fleets build
stronger relationships with
their drivers.

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