



S3 Conference

Screening ❖ Safety ❖ Strategy

Hosted by DISA Global Solutions

RECRUIT SMARTER & RETAIN BETTER

Navigating Today's Truck Driver Market



Glad you're here!

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Let's dive in ...

- ❖ Driver Recruiting & Retention Industry Data & Benchmarking Trends
- ❖ High-Impact Driver Recruiting & Retention Strategies in Today's Market
- ❖ Case Studies: How Fleets Are Leveling Up Recruiting Today



DATA & BENCHMARKING

The latest driver-recruiting and retention trends in today's market.



56%

**of drivers* say they are
“currently looking for a job”**

****Highest percentage on record in the last 4 years***





52%

of drivers who are currently looking for a job said **home time** is the **#1 reason** they're searching for a new driving job.





61%

of drivers said they would prefer a local driving job with slightly lower pay if it meant being home more often.





2X MORE

**Job seekers for local driving jobs
than regional & OTR driving jobs.**





54%

of carriers said that short-term drivers who are **“always open to work”** make it difficult to recruit and retain in today’s market.





We asked drivers: “What are your top concerns today?”

- 1. Work/Life Balance**
- 2. Paying My Bills**
- 3. Health/Fatigue**



As the number of truck driver job postings grows, the number of job seekers per job is declining:

**August 2024 –
16 Job Seekers Per Truck Driving Job**

**June 2025 –
11 Job Seekers per Truck Driving Job**





80%

of carriers said the **lack of qualified applicants** is making recruiting challenging.

31%

of carriers said the **ease of applying** is challenging because it requires no genuine intent or interest.



ARE YOU RECRUITING YOUR CURRENT DRIVERS?



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90%

of drivers report being contacted by other recruiters **at least once a week.**



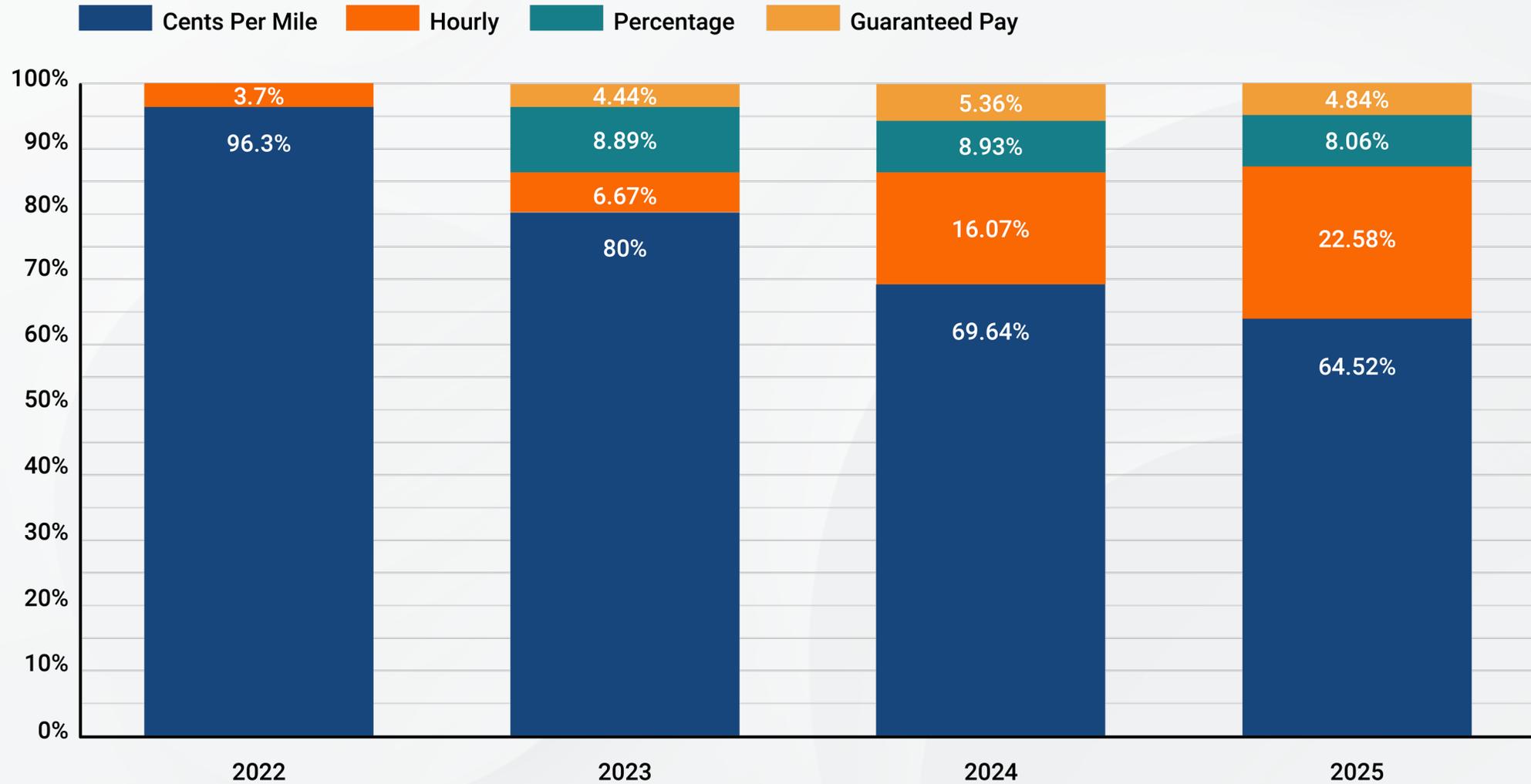


29%

of carriers plan on **raising driver pay** in the near future.



DRIVER PAY IS EVOLVING





STRATEGY

High-impact driver recruiting & retention strategies in today's market.



DRIVER SEARCH IS EVOLVING

The way drivers search for jobs is fundamentally different than it was just 24 months ago.



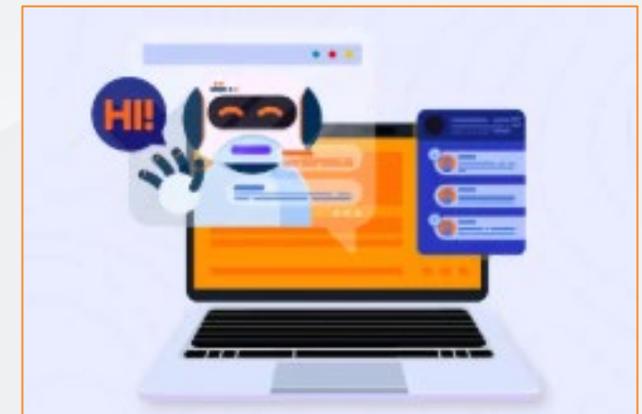
Did you know?

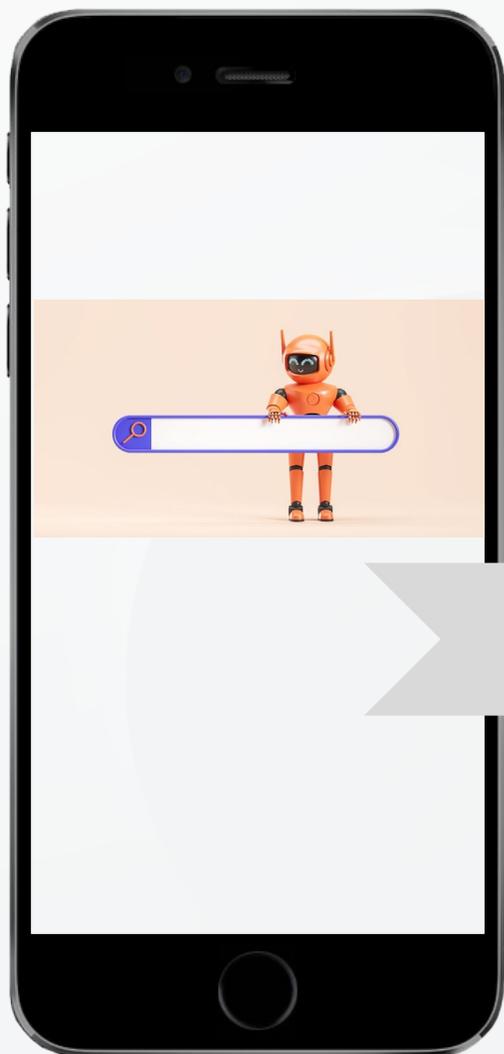
- ❖ **58.5%** of online searches no longer result in a “click.”
- ❖ YoY Google search users are **26% more likely to end their session on the AI summary** at the top of the search results page.
- ❖ Usage of AI search and discovery (ChatGPT, Perplexity, Gemini, Claude, etc.) **more than doubled** over the past 12 months.
- ❖ **10%** of job searches are happening through GPTs today (.02% in 2024)



Your website is talking to AI ...

***are you controlling
the message?***





Here are a few current job listings from Roehl Transport in the Chicago / Chicagoland region — complete with job details *and* pictures to help you get a feel for the roles.



Roehl.Jobs
CDL-A Truck (Regional)
 Roehl Transport
 Chicago, IL
 Full Time



✓ Sample Listings & Key Details

1. Dedicated Midwest Refrigerated Fleet – Chicago Area

- Location: Chicago, IL (operating from the Chicago area to places like WI, IL) Roehl Transport
- Home Time: Weekly home time (at least 34 hours home each week) Roehl Transport
- Pay: Weekly average ~\$1,430; annual average ~\$74,300; top drivers ~\$1,760/week. Roehl Transport
- Freight: Dedicated, temperature-controlled freight — mostly plant-to-plant/distribution center. Roehl Transport
- Good fit: Experienced drivers who want predictable home time and consistent freight.

2. Chicago Metro Van Fleet – Day Local / Home-Daily Option

- Location: Chicago area (Oak Lawn, Park Ridge, etc.) USAJobs +1



THE TECH IMPACT

Today's technology is enabling smarter, faster hiring with fewer recruiters and lower costs.



AI technology in recruiting is delivering ...

- ❖ **6X more full apps** than traditional recruiters.
- ❖ Carriers using AI-automated lead nurturing have a **27% lower cost-per-hire** than those who do not.
- ❖ Customized AI agents are connecting **70% of qualified drivers** with recruiters.



61.5

average "Recruiter Score" using an AI
Recruiter Scorecard.





LEAD QUALITY IMPROVEMENT

Improved driver lead quality powers smarter hiring.



Top Reasons for Disqualified Leads:

1. Not Enough Experience
2. Not Interested
3. No Response
4. Insufficient Work History
5. Failed Drug & Alcohol Screening



Strategy for Improving Lead Quality:

1. Clearly state requirements in job description
2. Healthy cost-per-job for reaching quality drivers
3. Refine short form for better intent signals
4. Market research to identify pay comparison
5. Smart tech for screening unqualified drivers



FULL FUNNEL RECRUITING

An effectively managed full-funnel recruitment strategy boosts results without campaigns competing.



Effectively managing a full-funnel recruitment strategy drives ...

- ❖ **The right message at the right stage, from awareness to hire.**
- ❖ **Elimination of campaign overlap so campaigns aren't competing against your own employer brand.**
- ❖ **Lower cost-per-hire and cost-per-app.**
- ❖ **Performance tracking across the full journey, not just the final click.**



THE DRIVER'S VOICE

Let drivers tell your employer brand story.



Allowing your drivers to tell your story ...

- ❖ **Builds trust and credibility** with authentic, real driver experiences.
- ❖ **Makes your employer brand relatable to drivers.**
- ❖ **Cuts through ad and scrolling** fatigue with genuine content.
- ❖ **Drives stronger engagement** and results by showing not telling what it's like to drive for you.



CASE STUDIES

How fleets are leveling up recruiting today.



CHALLENGE:

Large US private fleet had traditional recruiting processes in place, but they weren't hitting their recruiting goals. They needed a way to drive more full applications, improve hiring, and consistently fill their orientation classes without adding additional recruiters.

SOLUTION:

Added Lead Assist, an AI-powered solution that nurtures driver leads to complete full applications, uses customized AI agents to support top-of-funnel recruiting, and implements AI-automation to deliver quality leads to recruiters so they can have meaningful conversations.

RESULTS:

In just one month, they saw measurable results ...

- ❖ **32%** increase in average weekly hires
- ❖ **28%** increase in orientation invites
- ❖ **25%** increase in full driver applications
- ❖ **30%** increase in recruiter calls connected with qualified drivers
- ❖ The first 3 months after implementing the AI technology, were **all-time record months for hires.**



CHALLENGE:

Mid-size regional and OTR fleet in the Midwest needed to improve their conversion rate, drive more full applications, and improve hiring performance across the entire operation.

SOLUTION:

An analysis of existing campaigns revealed significant overlap, causing campaigns to compete against one another. A customized full-funnel recruitment marketing strategy was implemented, anchored in a strong digital and social media approach, resulting in improved performance and successful outcomes.

RESULTS:

- ❖ **161%** increase in overall lead volume
- ❖ **40%** increase in hires



Q&A

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