Teletrac Navman

YOU CAN'T RECRUIT YOUR WAY OUT OF THE DRIVER SHORTAGE

2.9 MILLION Truck-Driver Positions Remain **UNFILLED** Across 18 Global Markets

Driver shortages have become a structural workforce challenge.
The shortage reached its highest recorded level in 2025, even as freight demand softened.

The Driver Workforce Is Under Pressure Around The World

UNITED STATES
237,600
heavy-truck-driver openings are projected each year through 2034, many to replace drivers who retire, leave the workforce or change occupations.

MEXICO
1.26 MILLION
cargo drivers were employed in Q1 2026, down 2.39% from the previous quarter.

UNITED KINGDOM
50%+
of HGV drivers are over age 50.

AUSTRALIA
24%
of today's driver workforce is expected to retire within five years.

NEW ZEALAND
15,956
replacement openings are projected in commercial road transport from 2025–2030.

RECRUITING IS ONLY HALF THE EQUATION

More drivers will need to be recruited. But fleets also need to keep the experienced drivers they already have.

YOU CAN'T CONTROL THE SIZE OF THE AVAILABLE **DRIVER WORKFORCE.**

YOU CAN CONTROL THE **DRIVER EXPERIENCE.**

WHAT WOULD ENCOURAGE DRIVERS TO STAY?

Protection
30%
of drivers say that safety technology being used to protect them, not just watch them, would encourage them to stay.

Recognition
37%
of drivers say more recognition for good driving is a significant factor keeping them at their company.

Support
33%
of drivers list fair and supportive management as a top factor encouraging them to stay with their fleet.

01 - Launch

BUILD TRUST BEFORE THE FIRST COACHING CONVERSATION

74% of properly onboarded drivers **view subsequent coaching** and feedback as **highly effective.**

vs

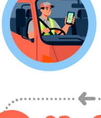
19% That falls to just 19% among drivers who felt their initial preparation was lacking.

1 IN 5 drivers experienced a technology rollout with little or no communication from management.

TAKEAWAY:
Prepare drivers for what the technology does, why it's being introduced and how it will support them.

02 - Transparency

TURN MONITORING INTO TRANSPARENCY



47% of drivers say easier access to their own safety data would improve trust.

45% of drivers cite concerns about being monitored as a challenge following technology implementation.

24% of drivers report confusion about how the system is meant to work.

TAKEAWAY:
Clear data rules and greater visibility can help turn monitoring into protection.

03 - Coaching

MAKE COACHING SOMETHING DRIVERS VALUE

52% of drivers say detailed performance breakdowns and visible scorecard improvement have the greatest impact on their driving style. Just 21% say the same about financial bonuses.

52% vs **21%**

REFRAME THE PROCESS

DISCIPLINE → **DEVELOPMENT**
Coaching should focus on improving drivers, not punishing them.

MONITORING → **SUPPORT**
Safety systems should protect drivers, not just observe them.

ASSUMPTION → **PROOF**
Feedback should be grounded in data and video evidence, not guesswork.

04 - Real-Time Support

SUPPORT DRIVERS BEFORE RISK ESCALATES

56% of drivers with real-time in-cab coaching rarely experience a near miss, compared with

47% without real-time alerts.

19%

Drivers are **19% LESS LIKELY** to face a near miss with real-time feedback.

TAKEAWAY:
Timely feedback helps drivers correct risky behavior before it becomes a major incident.

05 - Proof

VIDEO CAN HELP CLOSE THE FAIRNESS GAP

60% of drivers report **fair and consistent feedback when video and data are incorporated into coaching**, compared with 46% without video.

60% With Video and Data

46% Without Video and Data

40%

Drivers are **40% MORE LIKELY** to perceive coaching as very effective when video and data are included.

TAKEAWAY:
Objective evidence can remove ambiguity and strengthen perceptions of fairness.

FIVE PILLARS FOR A BETTER DRIVER EXPERIENCE

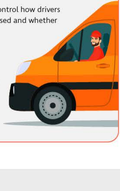
Five key pillars can improve driver acceptance and motivation around safety technology.

1. **Launch** — Prepare drivers before technology enters the cab.
2. **Transparency** — Give drivers clarity and access to their safety data.
3. **Coaching** — Make feedback developmental, objective and motivating.
4. **Real-Time Support** — Help drivers correct risky behaviors before they escalate.
5. **Proof** — Use video to bring fairness and context to coaching conversations.

RETENTION STARTS WITH THE EXPERIENCE YOU CAN CONTROL

The global driver shortage isn't something any individual fleet can solve. But fleets can control how drivers experience safety technology, how they're coached, whether they trust the data being used and whether feedback feels designed to support their success.

DRIVER TRUST
SAFER PERFORMANCE
RETENTION



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