# Trucking industry sees hopeful signs as Great Freight Recession fades



The trucking industry is witnessing a notable turnaround as the impacts of what has been termed the Great Freight Recession begin to fade. A gradual increase in freight rates is providing both carriers and drivers with a much-needed respite for the first time in several years. This positive shift is expected to encourage a wave of drivers to consider leaving their current fleets and exploring new job opportunities in a more competitive market.

The turnover rate among truck drivers has historically been alarmingly high, with the average driver switching jobs approximately three times a year, as highlighted by Tim Crawford, CEO of Tenstreet. However, this trend experienced a downturn during the economic turmoil of 2024, resulting in a more cautious approach from drivers during this period. "Drivers are being more cautious than they have been in a really long time, but we look to see that relax as green shoots develop," Crawford stated. As the market continues its upward trajectory, he emphasises the need for fleets to redirect their focus on the recruitment and retention of quality drivers.

For drivers, the ability to frequently switch fleets is viewed as a strategy to optimise profits and secure the best possible benefits for their families. Carriers aiming to attract and maintain their drivers must effectively communicate the advantages of working within their organisations. Crawford noted, "Carriers need to figure out how to tell their stories to drivers. There is going to be some convincing that needs to happen."

While traditional incentives like bonuses are commonly used to entice and retain drivers, Crawford stresses the importance of addressing fundamental aspects of the hiring process first. He points out that a carrier's responsiveness and transparency during recruitment are pivotal to establishing productive driver-carrier relationships. According to data from Tenstreet, the likelihood of a driver securing a position increases by around 40% when a carrier makes contact with the applicant within five minutes of receiving their application.

As the landscape of the driver market transforms, carriers are encouraged to streamline these fundamental processes, either independently or with assistance from specialised partners such as Tenstreet. The ability to provide support and maintain the commitments made during the recruitment phase will be critical for retaining drivers after their initial hiring.

Looking ahead to the evolving market in 2025, drivers will undoubtedly have more employment options. For carriers, this translates to an increased urgency to ensure that drivers feel consistently supported after their onboarding experience and that all recruiting promises are upheld.

Tenstreet has proactively addressed these challenges through a suite of recruiting and retention tools designed to lessen administrative burdens and enhance human connections within the industry. In 2024, the company launched its first generative AI product, aimed at amplifying the effectiveness of their solutions. "AI as an enabler of human connections is really promising," Crawford affirmed. The wealth of data collected from millions of drivers and tens of thousands of recruiters positions Tenstreet to explore innovative ways to strengthen these connections further.

As the trucking industry braces for changes and opportunities in 2025, the focus on recruitment and retaining quality drivers, supported by technological advancements, seems set to be a pivotal aspect of its future success.

Source: [Noah Wire Services](https://www.noahwire.com)

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