

A woman with dark hair in a ponytail, wearing a dark blue polo shirt, is seated in the driver's seat of a vehicle. She is holding a tablet in her left hand and touching a large central display screen with her right hand. A cardboard box is visible on the passenger seat. The vehicle's interior, including the steering wheel and dashboard, is visible. The background shows a blurred outdoor scene.

Driver for Hire

case study

**Building Safer, More Job-Ready Professional Drivers
Through Accessible Online Learning**

Client

Canada Safety Council

Background

Recognizing the growing demand for skilled professional drivers across Canada's transportation sector, the [Canada Safety Council](#) partnered with [Bluedrop ISM](#) to develop [Driver for Hire Online Training](#)—a nationally standardized online learning program designed to strengthen driver safety, improve employability, and build workforce readiness for paid drivers across rideshare, taxi, delivery, courier, fleet, and related industries.

Supported in part by the Government of Canada's Skills for Success Program, the initiative became the first collaboration between the Canada Safety Council and Bluedrop ISM, establishing a scalable online learning model for professional driver training. The program's success helped lay the foundation for the subsequent development of Commercial Driving Fundamentals (CDF), expanding the partnership to support Class 1 commercial driver workforce development across Canada.

By combining industry expertise with modern digital learning, Driver for Hire expands access to high-quality professional driver training while helping current and aspiring drivers build the knowledge, confidence, customer service skills, and safety mindset needed to succeed.

The Challenge

Canada's transportation industry continues to rely on thousands of professional drivers working across rideshare, taxi, delivery, courier, fleet, and other commercial driving sectors. The Canada Safety Council recognized an opportunity to strengthen workforce readiness by providing accessible online learning that reinforces safe driving practices, builds essential workplace skills, and improves job readiness for current and aspiring professional drivers.

Together with Bluedrop ISM, the organizations set out to develop a modern, scalable solution that would:

- Support current and aspiring professional drivers
- Deliver consistent, industry-aligned learning nationwide
- Improve access through flexible online training
- Strengthen safety, customer service, and workplace skills
- Improve employability and workforce readiness
- Provide meaningful learner feedback and performance insights

At a Glance

DFH Online Training (DFH) prepares current and aspiring professional drivers with the knowledge, skills, and confidence to succeed.



Challenge: Support Canada's growing demand for professional drivers with accessible, standardized online training.



Solution: A comprehensive online learning program featuring eight interactive modules, delivered through the SkillsPass™ Learning and Credential Management Platform.



Launch: Developed by the Canada Safety Council in collaboration with Bluedrop ISM and supported by the Government of Canada's Skills for Success Program.



Outcomes:

- 5,600+ drivers trained
- 10 provinces reached
- 86% learner satisfaction
- 85% increased confidence
- 85% willingness to recommend



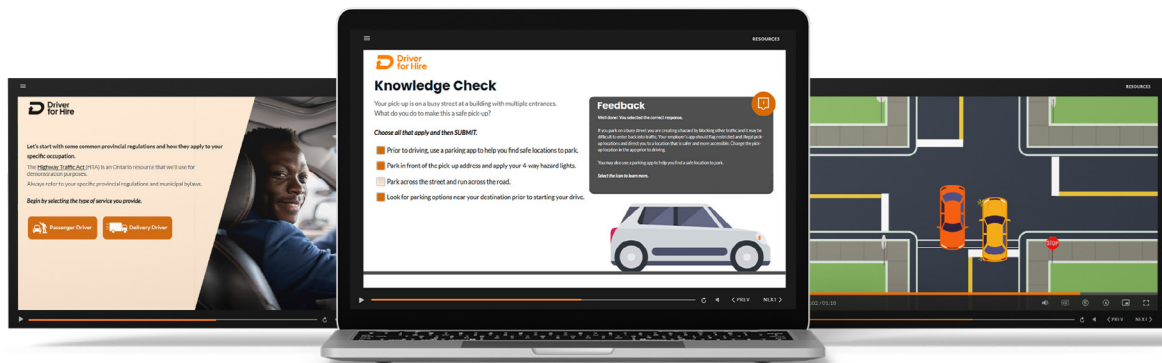
Solution

DFH was designed specifically for current and aspiring taxi, rideshare, delivery, and other professional drivers, providing the knowledge, workplace skills, and confidence needed to succeed. Accessible anytime, anywhere, the program helps strengthen safety, improve service quality, and support workforce readiness across Canada's transportation sector.

Powered by the SkillsPass™ Learning and Credential Management Platform, the solution provides secure learner management, real-time reporting, portable digital certificates, multilingual delivery, and flexible online access for learners, employers, and workforce development organizations nationwide.

Training Highlights

The modern, expertly crafted course includes eight core modules focusing on driver skills, safety, confidence, and overall performance. It delivers practical training and valuable tips in an interactive and engaging format. The training is available on-demand from any device, offers knowledge checks throughout, and is offered in five languages.



The online training combines:

- Interactive activities and scenario-based learning
- Professional driver insights and real-world examples
- Videos, graphics, and reference resources
- Knowledge checks throughout each module
- End-of-course assessments
- Portable digital completion certificates



Outcomes

The Driver for Hire pilot demonstrated strong demand for accessible, industry-aligned online learning, validating a scalable national approach to strengthening professional driver skills and supporting workforce development across Canada's transportation sector.

By providing standardized online learning for current and aspiring professional drivers, the initiative expanded access to high-quality training, reinforced safe driving practices and essential workplace skills, and improved job readiness across multiple transportation sectors. The pilot also established the collaborative foundation for future transportation workforce development initiatives, including the CDF program for Class 1 commercial drivers.

Results

The pilot exceeded expectations, demonstrating strong national participation, high learner satisfaction, and measurable improvements in confidence, employability, and workforce readiness.

National Reach

- 5,600+ professional drivers trained
- 150 employer and industry partners engaged
- 10 provinces reached

Learner Outcomes

- 86% learner satisfaction
- 85% willingness to recommend
- 98% of employed drivers said the training would be beneficial to anyone entering the industry
- Interest in pursuing professional driving as a career increased from 38% before training to 76% after training



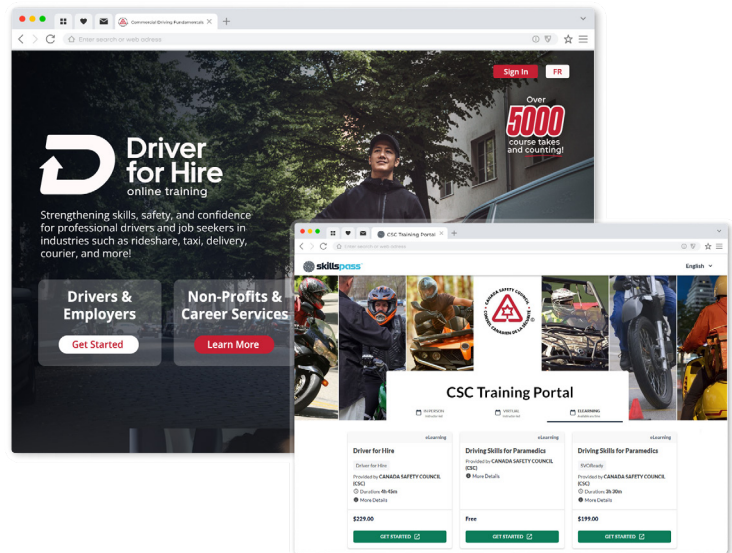
Many of our drivers completed the course and raved about how much they learned. That is a huge accomplishment. I did the course myself and I can tell you that I also learned quite a bit."

Frank Formella
Driver Development/
Special Projects



Now Available

Following the successful pilot, [DFH was made available](#) through the Canada Safety Council's national SkillsPass training portal, providing employers, workforce organizations, and current and aspiring professional drivers across Canada with access to standardized, industry-aligned online learning. As adoption continues to grow, the program is strengthening workforce development, reinforcing industry best practices, and supporting safer professional driving across Canada's transportation sector.



Professional driver development doesn't end with securing a job. Continuous learning helps reinforce safe driving practices, strengthen customer service and workplace skills, and prepare drivers for evolving industry expectations. Organizations and individual learners can access the complete Driver for Hire Online Training program through flexible individual and organizational licensing options, making it easy to support onboarding, upskilling, and ongoing professional development.

Ready to Build Safer, More Job-Ready Professional Drivers?

The strongest professional driver training programs extend beyond orientation and onboarding. Modern online learning helps reinforce safe driving practices, strengthen essential workplace skills, and prepare drivers for long-term success across Canada's transportation industry.

Bluedrop ISM partners with governments, regulators, industry associations, and safety organizations to modernize workforce development through secure, industry-proven online learning solutions that help organizations build safer, more confident, and workforce-ready professional drivers. Visit bluedropISM.com to learn more or schedule a demonstration.



VISIT bluedropISM.com
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