

## **BACKGROUND**

The Direct Store Delivery Division of one of the largest food companies in North America had been using Great Lakes Awards to manage a safety incentive program for their customer logistics fleet of professional drivers. In 2006 the company decided to include over 750 warehouse associates to the existing 1250-driver participants base. With this expansion, the company hoped to further reduce their company's critical safety measures, such as Lost Time Accidents, Preventable Vehicular Accidents, and Workers' comp costs while increasing overall branch productivity.

## **KEY OBJECTIVES**

Continue to reduce Preventable Vehicular Accidents by drivers.

Include productivity measures as part of the incentive program for 98 branch locations.

Include 750 warehouse associates in the program and reduce lost time injuries for that group

Reward completion of training modules

## **PROGRAM DESIGN**

The following goals were set:

Increase branch productivity over previous year (units-per-hour)

Branch training meeting completion

Meeting Lost time injury goals

Avoidance of Preventable Vehicular Accidents

Each employee received a brochure that explained the program. Other communication materials included custom reward catalogs, tent cards, posters and a promotional product at mid-year. Additionally, at each quarter, each employee receives a customized performance statement. A technology platform helps manage the system

## **RESULTS**

2006 year end results were extremely positive:

- 43% improvement in the number of Lost Time Accidents
- 50% decrease in Lost Days
- Recordable incident rate improved by 21%
- 35% improvement in accident frequency
- Corker's Comp costs showed a 42% improvement in variable charge in 2006 which resulted in an estimated savings of \$1.7 million. This also results in a reduction of the 2007 base charge of \$3.0 million for 2007