

BACKGROUND

A division of one of the largest transportation companies in the world was looking to revamp their existing driver safety program. The existing program was showing positive results, but the company wanted to integrate additional drivers from their partner organizations and enroll them in the program. In addition, the company was interested in a new self-directed training component for the program that would reward drivers for this activity and allow UPS management to track results. Doing so would require a re-launch with a new technology platform and a new communication theme.

KEY OBJECTIVES

Revamp the program to create additional excitement and allow for additional users from the company's partners (125% increase in participants)

Develop and deploy new self-directed online training for Drivers and Managers. Add an incentive component for managers to spur activity.

Re-communicate the program to add excitement and launch the program for newly-added participants.

Continue the basic structure of the program, which is targeted at decreasing preventable accidents, OSHA recordable injuries, damage to equipment, and violations, while increasing overall safety awareness.

PROGRAM DESIGN

The basic reward premise remained in place: drivers would be rewarded quarterly safety points provided they did not have any preventable vehicular accidents, OSHA recordables, or violations. In addition, no damage to the company's trucks could occur and drivers must attend required quarterly safety meetings. If drivers meet that criteria, they could earn a quarterly payout of 20,000 points at minimum (up to 60,000 per quarter) based on the number of consecutive quarters they had been safe.

A self-directed training component was added to the program and could be accessed at the program website. Drivers could login there and complete monthly training modules. Drivers would be required to successfully pass a quiz following each module; by doing so, each driver would receive training points that were instantly deposited into their account. Managers also received a point-based incentive depending upon the completion percentage of their driver group. A quarterly sweepstakes was also implemented that would award drivers who met both the quarterly safety criteria as well as completed the 3 training modules available each quarter.

A new communication theme was developed for both print and electronic communications. New quarterly point statements and program envelopes were developed along with a promotional flyer for each driver and manager. A video was created for the new website with a senior vice-president announcing the relaunch of the program. Catalogs, posters, brochures, managers' instructions and a DVD copy of the intro video was sent to each location. Managers held safety meeting to relaunch the program with the drivers. 12 custom training modules were also developed for the first year's training.

RESULTS

9% reduction in vehicular accidents

30% reduction in loss time injuries

70% training completion

75% reduction in safety meeting absences

\$7,000,000 in cost avoidance in 2006 resulting in an ROI of 23 to 1