

The Exide Safety Story

Background

Exide Technologies is the world's largest independent producer of lead-acid batteries. Their Health and Safety Division found that when it came to their transportation team, dollars spent on accidents, lost-time injuries, violations, and damage to company equipment were adding up and having a serious impact on profitability. With the impact of rising fuel costs, Exide Technologies sought a solution.

Exide was primarily interested in implementing a program for their fleet drivers to decrease accidents, injuries, violations, and equipment damage while increasing awareness about how each driver can help improve their location's miles-per-gallon (MPG) statistics. In addition, Exide wanted to implement driver training on topics like Hazardous Materials, Driver Qualification File Requirements, and Vehicle Inspections into their program.

Solution - Step 1

Determine Key Objectives

- > Create a culture focused on safety, decrease accidents, OSHA recordable injuries, violations of local, state, and federal law, and damage to Exide Technologies equipment.
- > Increase awareness about location MPG efficiency.
- > Integrate driver training content into the incentive program with one overall theme and design

Solution - Step 2

Program Design

- > Incentive Services met with Exide's Health and Safety group to develop a plan to address each of the concerns and objectives detailed above through a safety incentive program named "Boosting Safety for Rewards."
- > The program was designed around awarding Exide drivers safety points for each quarter without preventable vehicular accidents, OSHA recordable injuries, violations, or instances of damage to Exide equipment.
- > Drivers must complete three online training modules (one per month) to remain eligible to earn quarterly safety points. Additional opportunities for drivers to earn points include location MPG bonuses, annual location safety bonuses, driver of the year awards, and Manager above-and-beyond awards.
- > Once the program design plan and budget specifications were developed, Incentive Services design scheduled recurring meetings with Exide's Manager of Health and Safety to start working through the program launch plan.

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Solution - Step 3

Communications / Training



- > To effectively communicate the program to drivers, Incentive Services first developed a program theme, including various editions of the program collateral, for proposal to Exide Technologies.
- > Incentive Services then developed a teaser campaign that included posters for each of the 65 locations across the U.S.
- > The I.S. Media Production team filmed a custom employee introduction video to be used in each location for kick-off meetings.
- > Incentive Services proposed promotional products to be used as giveaways during the program launch. These products, posters, videos, and award catalogs were sent to each location along with an instructional letter for the location Manager to use during their individual kick-off meetings.
- > Incentive Services began training development right away with interactive, self-directed training modules that would allow drivers to complete training over the internet from the convenience of any computer at any time.
- > Each quarter, drivers are expected to complete the three interactive training modules utilizing "click thru" technology. Upon the conclusion, there is a 10-question multiple choice quiz that must be passed to qualify each driver to earn safety points, provided they meet the additional safety criteria.

Solution - Step 4

Technology Features



- > Customized graphics that carry the program theme across all platforms and online resources.
- > An employee introduction video and CEO Message.
- > A training menu complete with individual status indicators for each training module, notifying users of their progress with each individual test.
- > A complete online catalog featuring merchandise awards, travel packages, apparel, and quarterly featured products.
- > Online administration function that allows Exide Technologies location and regional management to pull training completion reports by region.

Analysis & Results

- > Within the first quarter after program launch, Exide saw an immediate decrease in preventable vehicular accidents and OSHA recordable injuries over the same time period the previous year.
- > Results for the Boosting Safety for Rewards Program continued to be impressive with a 76% reduction in Loss Time injuries, a 38% reduction in CMV accidents, a ROI of 11.38 to 1, and 99% training completion / certification in their driving fleet on 9 training modules.
- > Incentive Services meets with Exide Technologies to work through future training content, analyze training completion, and coordinate quarterly driver information and point uploads.