

# THE IAC STORY

## International Automotive Components Recognition & Reward Strategy

### Situation:

International Automotive Components (IAC), a major player in the automotive parts and distribution market, needed to find ways to cut operating costs while keeping productivity and quality at an all-time high.

### Solution:

IAC engaged Incentive Services to help design and manage a performance incentive and recognition program for their more than 12,000 employees, working at 37 different locations in the United States, Canada and Mexico. Through several collaborative meetings a program structure was created to:

- Elevate safety awareness and engagement with monthly, quarterly and annual promotions.
- Reinforce Above & Beyond performance with Spot Recognition cards.
- Create a personalized approach to length of service with the company, including a custom presentation package.
- Recognize employee birthdays with a personalized message from the CEO.

The IAC program was introduced through a series of targeted meetings and a dynamic Communications Campaign including program brochures, posters and a video. A technology platform was implemented to communicate Program Rules, as well as to provide overall performance to management.



### Results:

- IAC successfully reduced operating costs by \$86 million.
- IAC's accident frequency rates dropped 33%.
- IAC's accident severity costs dropped 61%.