



The UPS Story

Background

UPS Freight, a division of UPS, is a long-time client who was looking to refresh their existing driver safety program. While the program continued to show positive results, UPS had aspirations of revamping the program to allow additional drivers from their partner organizations to participate. In addition, UPS was interested in integrating a new self-directed training component to the program that would reward drivers for activity and allow UPS management to track results. Doing so meant a re-launch with an enhanced technology platform and a new communications theme.

Solution - Phase 1

Determine Key Objectives

- 1) Revamp program to create additional excitement and allow for additional users from UPS partners (125% increase in participants).
- 2) Develop and deploy new self-directed online training for Drivers and Managers. Adding an incentive component for Managers to spur activity.
- 3) Re-communicate the program to add excitement and launch the program for newly-added participants.
- 4) Continue basic structure of the existing program, which is targeted at decreasing preventable accidents, OSHA recordable injuries, damage to UPS equipment, and violations while increasing overall safety awareness.

Solution - Phase 2

Program Design



- > The Incentive Services team met with UPS Freight and UPS Health & Safety leadership to understand their objectives. I.S. then proposed a refined program complete with an enhanced technology platform, new communications theme, custom training content, and re-designed program rules.
- > The overall premise of the previous program remained in place; Drivers would be awarded quarterly safety points provided they did not have any preventable vehicular accidents, OSHA recordable injuries, or violations. In addition, Drivers could not commit any damage to UPS equipment (trucks, trailers, etc.) and must attend required quarterly safety meetings. If Drivers met this criteria, they would earn a quarterly payout of 20,000 points at minimum (up to 60,000 points per quarter) based on the number of consecutive quarters they have been safe.
- > In addition to the existing rules, I.S. proposed the development of a self-directed training component on the program website that would allow drivers to login and complete monthly training modules. Drivers would be required to successfully pass a quiz following each training module; by doing so, Managers earn a point payout based on the completion percentage of their driver group.

- > To effectively communicate the program to drivers, Incentive Services developed a new look and feel for the "Road to Rewards" program.
- > The I.S. Media Production team flew to Atlanta to film an introduction video of the UPS Freight Vice President of Transportation announcing the program re-launch. The video was designed to be linked on the new program website and viewed by participants upon their first login to the new site.
- > Catalogs, brochures, posters, manager instructions and a DVD copy of the intro video were sent to each location. Location Managers then held safety meetings to re-launch the program with drivers.

Training

The I.S. training development team worked with UPS to convert existing training content into a self-directed, flash-based system. One module was developed for each month of the calendar year.

Each quarter, drivers are expected to complete the three interactive training programs available. Each module utilizes interactive technology to help engage drivers when taking the training. Upon the conclusion of each module, there is a 10-question multiple choice quiz that must be passed (100% score). Managers were also given access to the training so they could help effectively train their drivers.

Analysis & Results

Each quarter, Incentive Services Account Managers develop both regional and operational level performance reports detailing safety statistics and training results. Reports are sent to location Managers along with their driver's quarterly point statements.

Results of the UPS Freight: Road to Rewards Program:

- 9% reduction in vehicular accidents (110% of auto frequency goal, 104% of DOT goal)
- 30% reduction in Loss Time injuries / 38% reduction in DART injuries
- 20% reduction in number of equipment damage claims
- 99.7% training completion / certification in their driving fleet
- 75% reduction in safety meeting absences
- \$7,000,000 in cost avoidance resulting in an ROI of 23 to 1

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