

Case Study: Safety Program: Oil Refinery



Situation:

Our client a large refinery wanted to develop a safety conscious culture amongst their 800 full time employees and their 700 plus contractors. This client sought ways to translate this measure into quantifiable gains in business performance. Client also wanted to automate this processes of promotion, education, recognition and reward so they could operate in a more efficient manner.

The primary objective included a reduction of reportable accidents and loss-time injuries. Both of these measures have a direct negative financial impact on the company from lost productivity, regulatory fines and liquidated damages from workman claims.

Solution:

Perks.com recommended a two-prong approach: Training and reporting of unsafe work conditions. Incentives were offered to participants who used knowledge gained from safety training and reporting unsafe working conditions to work safely.

A key part of this solution was driving participants from traditional off-line program administration to the Internet based solution. A migration strategy was created to help drive this change for employees and contractors. 90% of employees have company-sponsored email with access both inside and outside the workplace while contractors had no on site Internet access.

The primary mechanism for implementing the safety solution was an on-line internet-based rewards safety portal. The portal was designed to promote the key tenants of the safety program in a promotional approach which invited employees and contractors to review training

content, view facility-wide progress to team safety performance, recognize peer safety performance through a nomination function and redeem rewards for achievement of measured safety goals.

Results:

Results of this program were outstanding. Adoption rates of +90% were found for both employees and contractors.

The launch of the new safety portal concluded the following results:

- Participants were more likely to report unsafe working conditions and accidents compared to before.
- The automated web measurement from the safety portal showed high levels of adoption along with high repeat visits to view new information on Safety and Recognition content.
- Increased levels of participation due to the recognition and reward elements.
- Increased likelihood of reporting safety incidents to gain a "true" measured baseline of OSHA reportable and accidents, 36% more likely to report.
- Safe work hours of 5 million achieved since implementation
- This client was able to reduce FTE by 1 since the Perks.com team assumed responsibility for content creation, communications plan, research/reporting and program administration.