INSIGHTS
DEVELOPING AND MANAGING A
SAFETY COMMUNICATION PROGRAM
WITH FAST ANALYTICS

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Overview

Company Background

Problems we were Trying to Solve
  ○ Building a Safety Communication Program
  ○ Establishing a Performance Metric

How Insights Helped Solve Our Problems

Loss Reporting & Future Plans

Questions
Company Background

Discount Tire
- **24** Regions
- **1,000** Stores
- **~20,000** Employees

Riskonnect Go-Live:
Sept 2017
- Claims management
- Administrator & safety role
Building A Safety Communication Program: Starting a Conversation

1. Communication
   - Sustainability
   - Infrastructure
   - “Safety Focus” newsletter assignment
   - Reporting & feedback

2. Automating & Sharing a Performance Metric
   - Engagement score
BUILDING A SAFETY COMMUNICATION PROGRAM: CALL TO ACTION
Data Overload: What Did we get Ourselves Into?

Store List ~1000 Rows

250,000+ Rows

10,000+ Rows

1,000+ Rows
Developing an Engagement Score

- **Store List**
  - CSV
  - [Google Analytics](#)

- **Document Views**
  - [Google Sheets](#)
  - surveygizmo

- **Feedback**
  - [Google Sheets](#)

- **Surveys**

  - Pull report from each system
  - Match by Storecode
  - Replace old records
  - All manually

<table>
<thead>
<tr>
<th>StoreCode</th>
<th>RegionNam</th>
<th>Year</th>
<th>Month</th>
<th>CTA January 2017 View</th>
<th>SSF - Submitting the End of Year Store Inspection View</th>
</tr>
</thead>
<tbody>
<tr>
<td>AZC 01</td>
<td>Arizona</td>
<td>2017</td>
<td>April</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>AZF 01</td>
<td>Arizona</td>
<td>2017</td>
<td>April</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>AZF 02</td>
<td>Arizona</td>
<td>2017</td>
<td>April</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>AZH 01</td>
<td>Arizona</td>
<td>2017</td>
<td>April</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>AZN 02</td>
<td>Arizona</td>
<td>2017</td>
<td>April</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>AZN 03</td>
<td>Arizona</td>
<td>2017</td>
<td>April</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>AZN 04</td>
<td>Arizona</td>
<td>2017</td>
<td>April</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>AZP 01</td>
<td>Arizona</td>
<td>2017</td>
<td>April</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>AZP 03</td>
<td>Arizona</td>
<td>2017</td>
<td>April</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>
Problems with Manual Updating

Inconsistent keys:
AZC 01MGR, AZC_01, AZC001, WASM00, wdaz01

Laborious updates:
Changing keys, manual filtering, manually summing & replacing

251 steps to update the score every month

900+ stores,
30 assignments,
27,000 data points
Developing an Engagement Score

If the engagement score is going to be used as part of performance management, it must be:

- Simple
- Accurate
- Consistent
- Easily accessed and published

<table>
<thead>
<tr>
<th>Document Views</th>
<th>Feedback Response</th>
<th>Survey Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>3</td>
<td>3 x 100 = 100%</td>
<td></td>
</tr>
</tbody>
</table>

Engagement Score
Developing an Engagement Score

Original Engagement Report
- Created in JMP, Excel, & Word
- Saved as PDF and emailed out
- Reporting frequency: 1 per month
- Received by safety coordinators at the end of the month
- Man hours: 20 hours/month
- Numerous errors producing table
The Bigger Picture

Legacy Method

● Opportunity cost of 2 people plugging and chugging Excel
● 20 hours/month
● Not their specialty
● Misuse of resources?

Insights Method

1. Connect
2. Prepare
3. Visualize
4. Engage
1. Connect to Data Sources

- Insights has an extensive list of connectors
- Includes direct connection to Riskonnect
1. Connect to Data Sources

- Easy to use
- Connect using web credentials
- Connect to Riskonnect
- Upload Files
2. Prepare the Data: Magic ETL

- No Code!
- All Graphical Interface
2. Prepare the Data: Functions

1. Connect
2. Prepare
3. Visualize
4. Engage
3. Visualize the Data: Dimensions & Measures

1. Connect
2. Prepare
3. Visualize
4. Engage
3. Visualize the Data: “Beast Mode”

**Engagement score calculation**

- **Replaces common excel functions**

```
1. Connect
2. Prepare
3. Visualize
4. Engage

**Engagement**

<table>
<thead>
<tr>
<th>FORMULA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engagement = [ \text{Engagement score calculation} ]</td>
</tr>
</tbody>
</table>

**Dataset Fields**

<table>
<thead>
<tr>
<th>Field</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>CTA July 2018 View</td>
<td>[ \text{Abs}() ]</td>
</tr>
<tr>
<td>CTA August 2018 View</td>
<td>[ \text{Average}() ]</td>
</tr>
<tr>
<td>AUS 2018 New Emergency Action G...</td>
<td>[ \text{Case}() ]</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Functions</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABS</td>
<td>Computes the absolute value for all values in a numeric column. In other words, any negative values become positive, and positive values stay the same. This is valuable when you want to see aggregation without considering positive and negative values. [ \text{ABS}(\text{Operating Budget}) ]</td>
</tr>
</tbody>
</table>

**How to create a Beast Mode calculation**

- \[ \text{Share Calculation on DataSet} \]
3. Visualize the Data

Safety Focus Program

What is the Engagement by Region?

Company Engagement Score

- Goal: 85%
- 90% Engagement

Month to Month Engagement by Region 2018

- 100%
- 95%
- 90%
- 85%
- 80%
- 75%
- 70%
- 65%
- 60%
- 55%
- 50%
- 45%
- 40%
- 35%
- 30%
- 25%
- 20%
- 15%
- 10%
- 5%
- 0%

Date | Region 2 | Store Name
--- | --- | ---
2018-06-01 06:53:00 | Arizona | AZP 02
2018-07-03 08:34:00 | Arizona | AZP 01
2018-08-03 19:16:00 | Arizona | AZK 01
2018-07-22 06:45:00 | Arizona | AZP 03
2018-08-03 16:22:00 | Arizona | AZP 05
2018-07-25 10:02:00 | Arizona | AZP 03
2018-07-11 15:04:00 | Arizona | AZP 05
2018-08-02 19:16:00 | Arizona | AZP 07
2018-07-02 11:13:00 | Arizona | AZP 08
2018-07-02 15:10:00 | Arizona | AZP 08
2018-07-12 15:13:00 | Arizona | AZP 08
2018-07-18 14:59:00 | Arizona | AZP 08
2018-08-04 20:01:00 | Arizona | AZP 08
2018-07-26 12:52:00 | Arizona | AZP 09
2018-07-14 15:56:00 | Arizona | AZP 10
2018-06-03 19:42:00 | Arizona | AZP 11
2018-08-04 15:53:00 | Arizona | AZP 11
2018-08-04 17:27:00 | Arizona | AZP 11
2018-07-27 17:35:00 | Arizona | AZP 13
2018-08-01 14:56:00 | Arizona | AZP 13
2018-07-21 09:50:00 | Arizona | AZP 14
2018-07-19 08:38:00 | Arizona | AZP 16
2018-08-04 08:14:00 | Arizona | AZP 17

Feedback Processing

- 23

Last Update on Feedback

- 2018-08-06

Inflation Feedback

- 817
- Sum of Inflation Essentials

EAG Feedback

- 864
- Sum of EAG

Glove Eval Feedback Count

- 157
- Sum of Glove Survey (AUGS)
4. Engage Your Audience

- Example: Arizona regional safety coordinator’s insights
- Information promotes competitive spirit and creates accountability
4. Engage Your Audience

- Use of filters is essential
- Take advantage of export feature
- Updates every hour automatically
- Daily/weekly checks
Insights as a Solution

**Without**
- 20 Hours/month
- 1 Year with no end in sight
- Errors producing report
- Inconsistent format
- Slow reporting
- Ineffective assurance
- Slow, laborious work in Excel to update over 900 locations

**With**
- <1 Hour/month
- One and done
- Lower chance of errors
- Consistent format
- Near-instant reporting (1 hour refresh)
- Effective change
- Hands-off & automated
4. Engage Your Audience: Recent Projects

- Sharing claims data from Riskonnect
- Region specific pages
- Looking for opportunity and where they can focus their efforts
Recap

Problems we had:

1. Poor communication
2. Slow, inaccurate, laborious reporting

How Insights helped solve them:

3. Always-accessible scoreboard with frequent updates to provide critical, actionable information
4. Increased speed, accuracy, introduced automation by moving tedious work to a computer instead of a 2-person team
Coming Up Next:

12:00 - 1:15: Lunch

1:15 - 2:30: Industry Discussions

- Construction & Manufacturing
  GRAND BALLROOM 2
- Financial & Business Services
  CHANCELLOR 1
- Healthcare
  CHANCELLOR 2
- Retail
  GRAND BALLROOM 1
- Solution Central
  ATRIUM