

## Our Experience:

Key supplier for two of the nations largest driver safety programs, covering over 80,000 drivers

Over 20 years of experience servicing certificate and merchandise programs for both milestone and prevention initiatives

Network of experts to help improve and/or implement new programs to achieve company objectives

## Keepsafe by TharpeRobbins

Recognizing your employees for what **DIDN'T** happen!

**Question:** What preventable incident can cost your company up to \$100,000\*, representing a direct hit to the bottom line, employee morale and company image?

**Answer:** A serious accident causing injury or death to, or by, one of your car or truck drivers!

**Our Solution:** TharpeRobbins' Keepsafe program is designed to inspire drivers to protect themselves, their communities and their employers from preventable driving accidents and unsafe driving practices.

Historically, driver safety programs were designed to reward drivers based solely on a history of safe driving behavior. TharpeRobbins' Keepsafe also **focuses on prevention**, in addition to driving milestones, to create a culture of safety that:

- Engages your drivers
- Saves your company time and money
- Improves employee well-being and morale
- Ensures a positive public image

### Here's how:

- By reinforcing not only a safe driving history but also the desired behaviors among the entire driving team (drivers, dispatchers, maintenance, terminal managers, etc.).
- By reinforcing the company's brand as a safe, healthy workplace of which employees can be proud, recruits deem desirable, customers seek to do business with and communities can embrace.
- Whenever possible, involve key employees in designing their safety incentive programs to help ensure success.

**Our largest over-the-road customer has seen a 642% ROI via reduced accident claims and insurance costs.**

## Flexible Solutions:

Whatever your driver and fleet safety objectives, TharpeRobbins' Keepsafe programs can reinforce driver behavior and deliver **real** results.

- **Keepsafe Traditional** programs recognize both milestone achievements and continued adherence to desired driving behaviors.
- **Keepsafe Points** programs encourage on-going focus on driver safety behaviors and/or outcomes.
- **Keepsafe Tiered** programs create increasing benefits for higher levels of safe driving achievement that help motivate retention and loyalty.

## Program Elements:

TharpeRobbins' solutions include multiple components to ensure a comprehensive, positive, and memorable experience for the recipient both within the workplace and the community.

- Visible recognition that is a point of pride for the recipient
- Creative program branding to ensure awareness and impact
- Communication materials that ensure thoughtful messaging
- Presentation materials for a professional, polished award moment
- Program website for ease of implementation and use
- Training tutorials for the supervisor

\* Based on National Safety Council Workers' Compensation Claims Costs, 2005-2006

### For Additional Information

149 Crawford Road, Statesville, NC 28625  
800.634.5320 • fax 704.872.1795  
marketing@tharperobbins.com  
www.TharpeRobbins.com

