

BEST PRACTICE

LOCATION:
ACTIVITY: Competence Assurance
SUB ACTIVITY: N/A
BEST PRACTICE No: BP716

ARTICLE YEAR: 2010
COMPANY: Aggregate Industries
COMPANY LOCATION: Express Asphalt
COMPANY TEL: 01455 285200

TITLE

"It could never happen to me" - customer safety presentation

ARTICLE

Description

Following the roll-out of a customer safety campaign it became apparent that many visitors to the company™s sites still believed that the rules and practices in place did not apply to them. Previous attempts at promoting the message both on site signs and in written rules were not entirely effective. In the case of Express Asphalt, a division within Aggregate Industries that primarily supplies the collect-asphalt customer, it became apparent that this was still a common perception when discussing safety issues with gangs collecting from the company™s plants.

It was decided to create a hard hitting and realistic presentation to be given to customers on a national basis. It was agreed to produce the information via a continually playing screen within the weighbridge areas which would be seen every day by every visitor and member of staff.

The presentation displays a number of images, some very graphic, that remind people of the injuries and serious accidents that can occur when site safety rules are ignored. The presentation is played at all 21 sites shown on a constant loop in full view of visiting customers Æ in weighbridges, next to drinks facilities, welfare units etc Æ acting as a powerful and compelling reminder for the individual of the critical need for personal safety.

The campaign has cost no more than £200.00 per site.

Benefits

Customers, visitors and staff alike have been made fully aware of the dangers of not adhering to simple rules within the company™s sites. The campaign, along with the company™s ongoing customer ,stay safe™ programme has been given as the prime reason for a 45% reduction in customer incidents. The campaign has also resulted in greater dialogue with customers who have reacted very positively.

ARTICLE IMAGES