

# REDUCING NEW HIRE TURNOVER AT A MAJOR NORTH AMERICAN LOGISTICS FIRM

Harnessing Haptic Feedback  
for a 30% reduction in risk

**“** *Actively witnessing package handlers, and even some managers, change their style of lifting due to the sensor vibrating has been my favorite part of the FUSE program.”*

**— Training Manager**

## INTRODUCTION

North America's second-largest shipping logistics firm manages a supply chain of prolific proportions: Its ground services alone comprise nearly 40 major routing facilities, 100,000 employees and an average daily package volume eclipsing 8 million — all to the tune of \$18 billion in annual revenue.

In order to deliver on its commitments, the company employs a hub and spoke model that has

thousands of hourly package handlers loading and unloading box trucks across the country nearly 24/7. Despite placing an emphasis on worker safety, annual ergonomic-related injury rates are high, and employee turnover is a problem. With associated costs mounting, the company sought one leading-edge, scalable solution to address its injury rates and maintain a safe and productive tenured workforce.

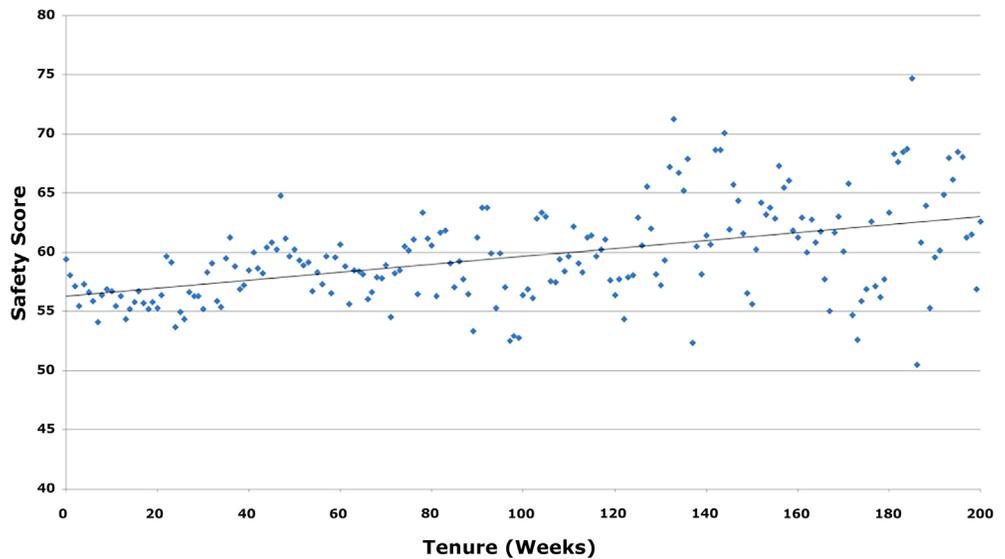
## SITUATION

For a company operating in logistics at such scale and veracity, above average turnover can be expected. But due to numerous factors - increased consumer demand through e-commerce, a cutthroat competitive landscape, the list goes on - this firm is seeing an average 300% annual turnover rate in its hourly employees, or Industrial Athletes, at certain facilities, each of which costs the business around \$800. Such worker burnout translates to around \$1.5 million in hiring costs alone per facility every year.

For a new hire who's been on the job for 90 days or less, the problem is amplified even further: Among this demographic, the normalized ergonomic incidence rate is four times higher than that of tenured package handlers.

Without a smart and scalable intervention, the safety climate for new hires at several at-risk facilities was simply untenable.

Safety Score\* by Weeks of Tenure - All Package Handlers



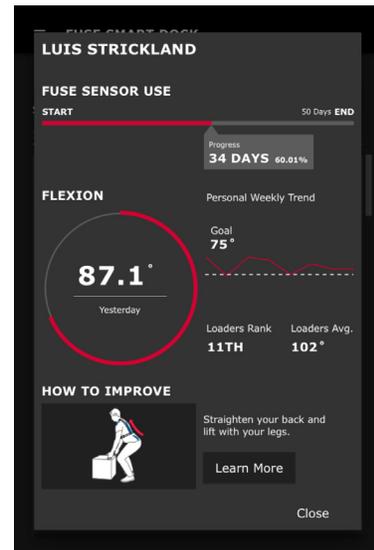
**\*The StrongArm Safety Score:**  
A comprehensive, actionable ergonomic risk metric ranging from 0-100

## SOLUTION

StrongArm Tech introduced an onboarding process aimed at preventing burnout among new package handlers and reducing the types of preventable ergonomic injuries that typically lead to time away from the job.

To start, StrongArm deployed its FUSE Sensor to two hub facilities in Missouri and Oregon with the worst combined turnover and new hire injury rates in the network. The initial program covered 1,200 package handlers and lasted for a full year.

A strategic baseline phase determined an average 41% greater risk of injury for new hires when compared to their more tenured counterparts. From there, StrongArm designed a bespoke solution focused on an iterative haptic feedback intervention and targeted, safety-focused on-dock onboarding communication. Haptic feedback, or vibration alerts, specifically targeted poor lifting mechanics that grew less intensive the more workers' techniques improved. In conjunction, StrongArm pushed targeted messages and surveys to new hires via the FUSE Smart Dock, aimed at keeping ergonomic safety top of mind while providing real-time data regarding how individual safety can be improved.



## BENEFIT

For tenured and new hires alike, the FUSE Program was seen as a meaningful investment in innovative safety technologies and

a differentiator between alternative employers in the industry, a proactive approach the package handlers genuinely appreciated.



***So much of my focus lately has just been on trying to keep people in the building. FUSE has given me some leeway to focus on other aspects of the operation that need attention, while also reducing our injury rate, and I can't understate the value in that. FUSE has benefitted this operation in more ways than one."***

— Senior Hub Manager

<b>1,200</b> Active Users for 12 months	<b>46%</b> New Hire Injury Rate Reduction	<b>2x</b> New Hire Retention Rate with FUSE	<b>252%</b> Annual ROI
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## SUCCESS



***When I'm lifting wrong, it lets me know. The first day I had the device it was just barking at me all day long. After two weeks, it was all good — I got better at lifting packages and I rarely see the sensor flash or feel it vibrate anymore. But when it does, I pay attention to what I am doing."***

— Novice Package Handler

Through this customized approach, the FUSE program made a significant difference in new hire safety and retention.

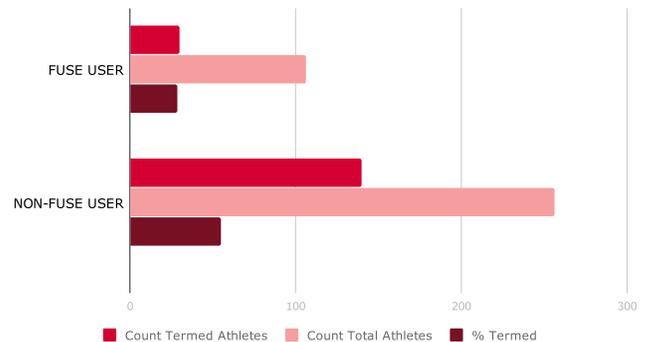
The more new hires actively engaged with on-dock communication, the more they reduced their ergo injury risk; those who responded to all dock surveys reduced injury risk by 30% more than those who skipped all the questions.

New hires exposed to Haptic Feedback also saw their Safety Scores - a single, actionable safety metric ranging from 0-100 - increase by an average of 4 points, correlating to a 30% overall

reduction in risk. Some individuals improved as much as 11 points - an 82% risk reduction.

What's more, participating new hires who engaged with the FUSE program in a controlled study were 2X less likely to leave the job than those who did not use FUSE.

All this resulted in a 46% year over year reduction in ergonomic injury rate among new hire package handlers, for a 252% ROI on injury savings alone.



Termination rate is ~2 times higher for new hires not wearing FUSE.