What are we doing today

Voice of Customer – what is it?

saif Our program

VoC in action

Resources

Customer experience

The customer's perception of all interactions with a brand. It's holistic in nature and does not focus on any single touchpoint.

Customer service vs. experience

CUSTOMER SERVICE	VS.	CUSTOMER EXPERIENCE
What is my business doing to help the customer **when they have an issue**?		How does my customer think and feel about their **overall experience with our brand?**
Touchpoint focused		**Journey** focused (sum of all touchpoints)
Fix customers' issues and have them be satisfied with the interaction.		**Meet the customer's unspoken needs** and leave them craving more.
Customer can have a positive customer service experience and **still feel unhappy with the overall company.**		A seamless customer experience that **delights the customer and drives retention.**

Voice of Customer

What is it?

Voice of the Customer (VoC) is the **capture of what customers are saying about a business, product, or service**. Voice of the Customer (VoC) is **a term that describes your customer's feedback about their experiences with and expectations for your products or services.**

Components of a VoC program

LISTEN TO CUSTOMERS
Solicit customer feedback through internal and external sources, prompting customers occasionally for their input.

ANALYZE THE DATA
Identify actionable insights, looking for commonalities and trends in customer experiences, including "friction moments."

SHARE ACROSS THE ORGANIZATION
Help the business understand customers better to make informed CX decisions using human centered design.

RESPOND TO CUSTOMERS
Build better relationships with customers by proactively mitigating bad experiences.

Voice of the customer phases

LISTEN
To our customers and non-customers

LEARN
Identify moments that matter

EXPERIMENT
Imagine opportunities for service design
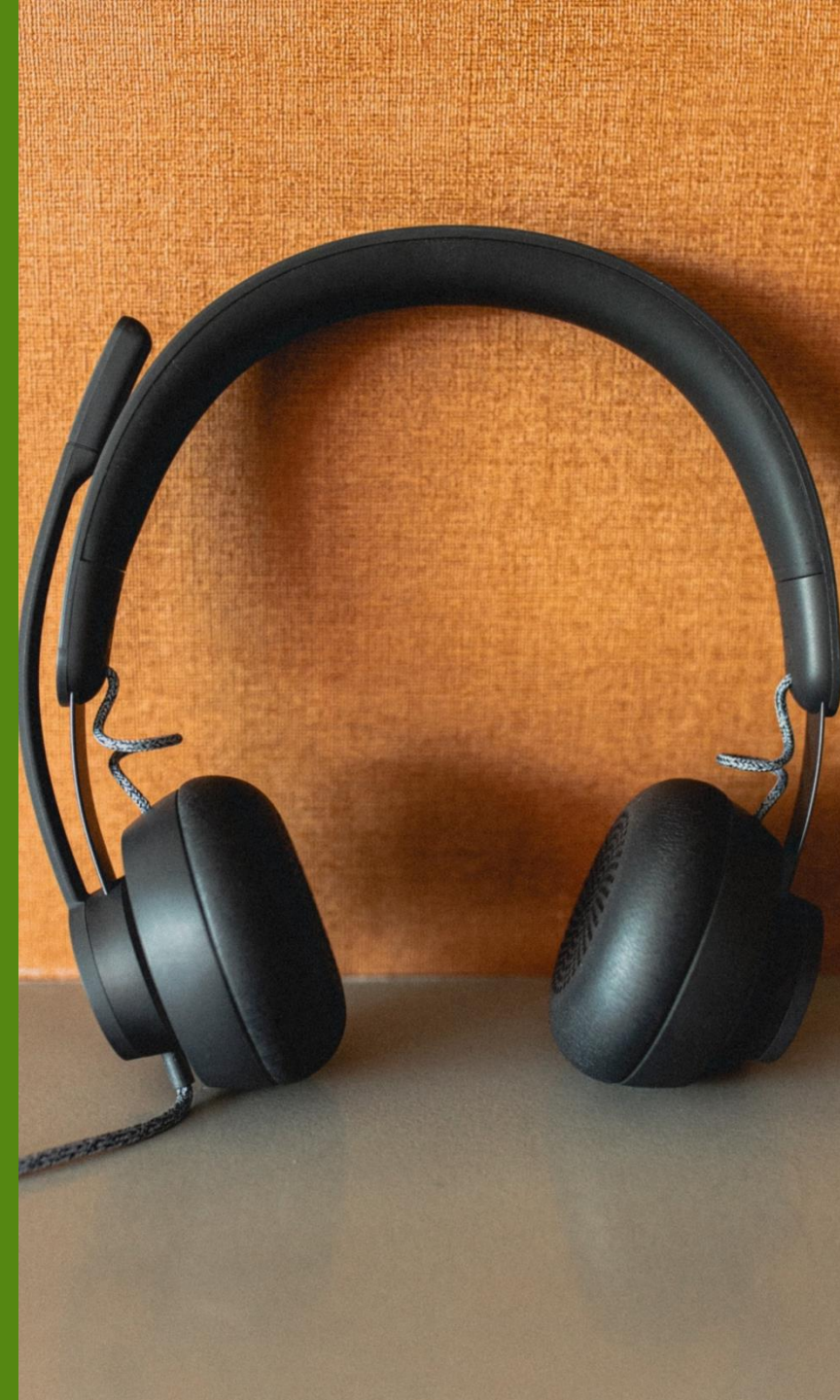
We can **listen** to the voice of our customer…

We have the potential to **learn** more about…

We might **experiment** by…

Customer connectedness

The act of unlocking active listening through both an **intentional** and **empathetic** approach to research and design.

Our VoC program

How we listen, learn, and act at SAIF

VoC at SAIF

CUSTOMER AND PARTNER SURVEYS
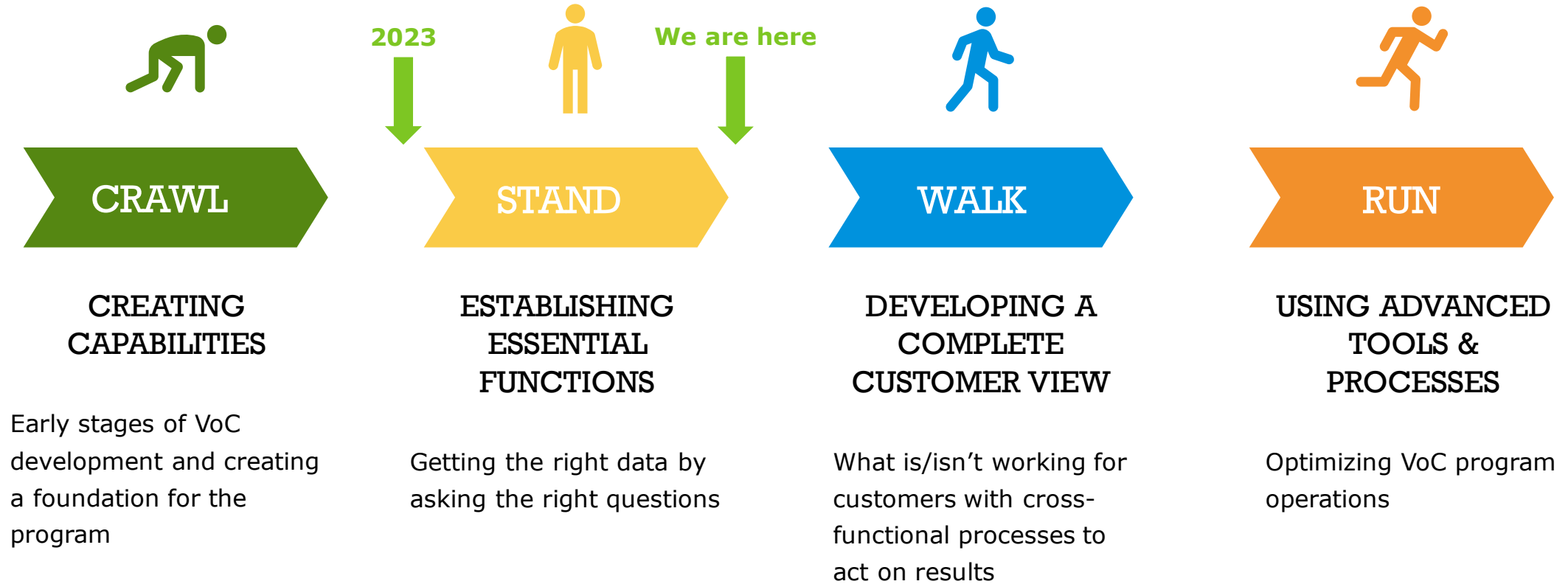Regular and interaction based

QUALITATIVE RESEARCH
Focus groups, user studies, user interviews

UNSOLICITED FEEDBACK
Capturing and tracking what our customers tell us

Developing VoC capabilities

2023 ↓

We are here ↓

CRAWL	STAND	WALK	RUN

CREATING CAPABILITIES

ESTABLISHING ESSENTIAL FUNCTIONS

DEVELOPING A COMPLETE CUSTOMER VIEW

USING ADVANCED TOOLS & PROCESSES

Early stages of VoC development and creating a foundation for the program

Getting the right data by asking the right questions

What is/isn't working for customers with cross-functional processes to act on results

Optimizing VoC program operations

The crawl, stand, walk, run framework highlights the stages of maturity for a VoC program. There are activities within each stage of maturity that indicate when developmental benchmarks have been hit.

Time for a mentimeter question.

Have you or your agency used customer surveys?

Capturing VoC at SAIF

Our VoC surveys and research studies are dynamic and change as our customers' needs change. For both policyholders and workers, our goal is to capture VoC across the customers' lifecycle with SAIF. **Here are our current VoC efforts.**

For policyholders…

New sale acquisition → Premium audit → Safety and health → Claim (closure) → Legal services → Renewal

For workers…

Initial claim acceptance → Closed claim → MyClaim UX research → Worker guide UX research → Journey mapping → External partner input

What do we measure?

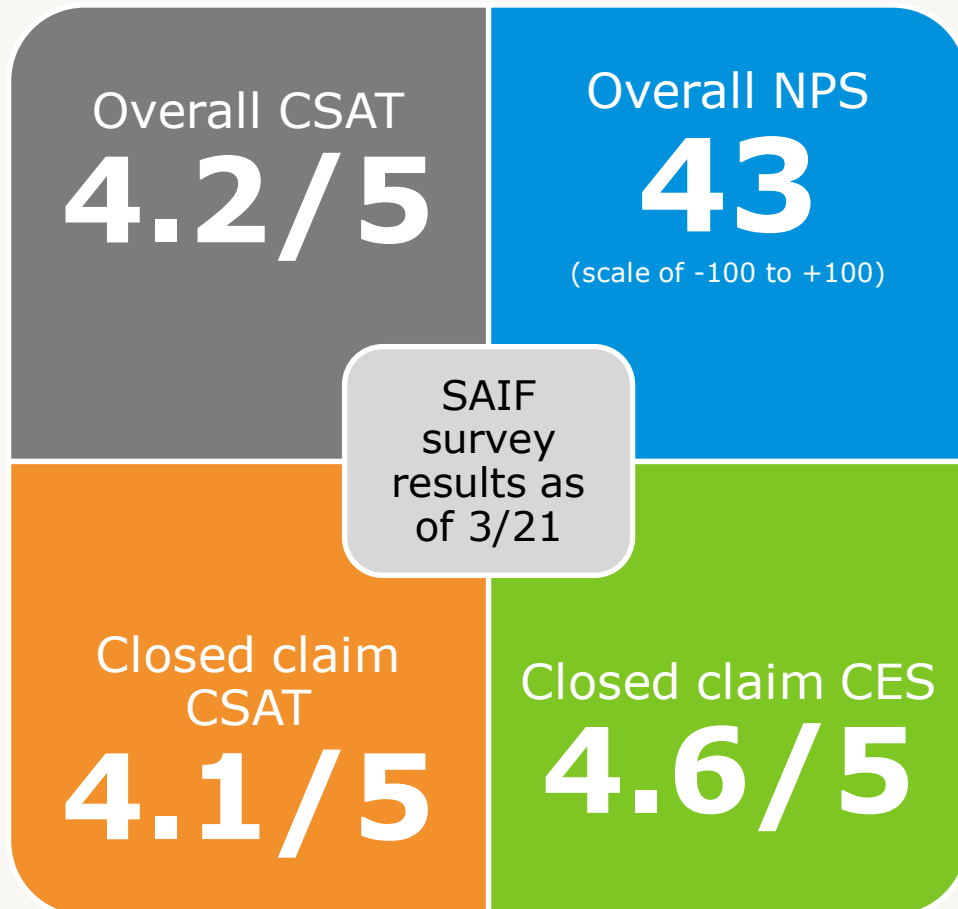|	
How satisfied are you with the product or service?	**CSAT**, or customer satisfaction score, indicates how satisfied customers are with a company's products or services.
Would you recommend this product or service?	**NPS**, or net promoter score, measures the loyalty of customers to a company.
How easy was it to accomplish your task or goal?	**CES**, or customer effort score, is a single-item metric that measures how much effort a customer has to exert to get an issue resolved, a request fulfilled, a product purchased/returned or a question answered.

How are we doing with policyholders?

Overall CSAT
4.2/5

Overall NPS
43
(scale of -100 to +100)

SAIF survey results as of 3/21

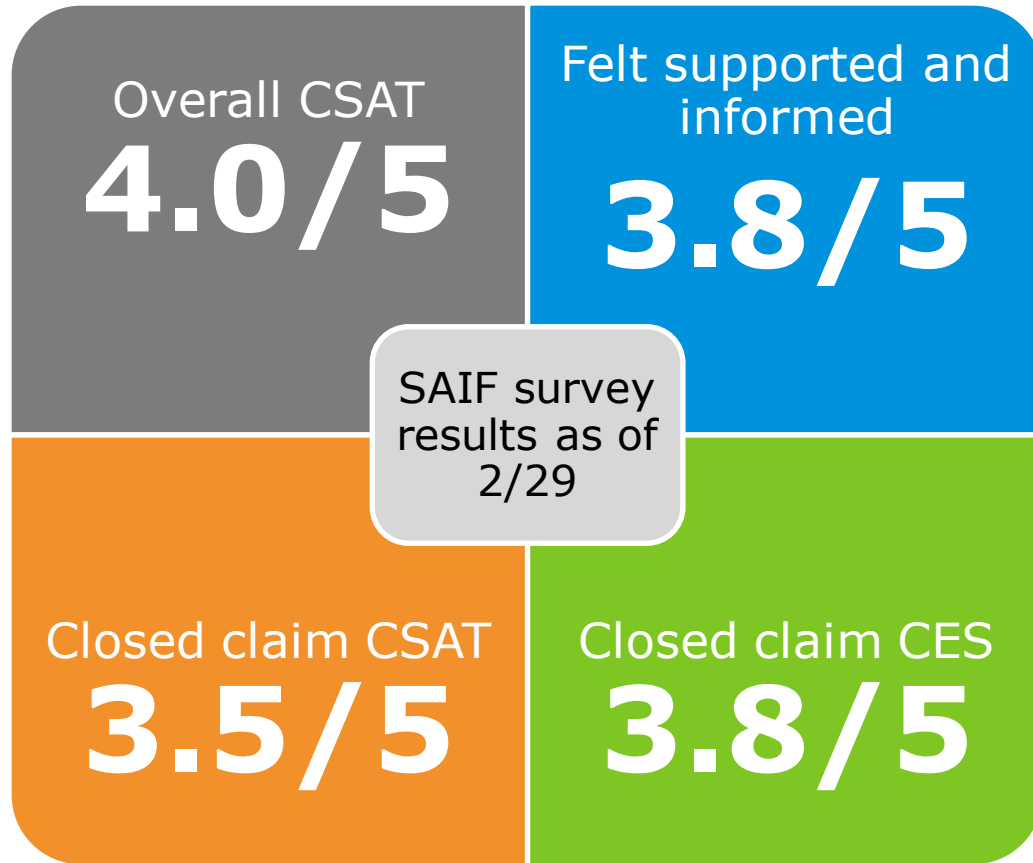Closed claim CSAT
4.1/5

Closed claim CES
4.6/5

Sources: SAIF renewal survey & SAIF closed claim survey

Themes

- Policyholders value responsive and timely service

- Some policyholders who don't require services don't find as much value in their policy

- Claims feedback highlights the importance of the adjuster

- Overall, policyholders feel SAIF treats injured workers fairly, but some feel SAIF could be more voracious in investigating claims

What injured workers are saying

Overall CSAT **4.0/5**	Felt supported and informed **3.8/5**
Closed claim CSAT **3.5/5**	Closed claim CES **3.8/5**

SAIF survey results as of 2/29

Themes

- Workers value communication in their preferred language and format

- Overall satisfaction and feeling of being treated fairly increases when we are accessible and responsive

- We send a lot of duplicative paperwork to workers, who would prefer to complete it online

Sources: Injured worker initial acceptance and closed claim surveys

VoC in action

How we build upon our insights

Personas

Persona creation

Is the **process** of creating a fictional yet realistic description of a customer based on actual data collected from multiple individuals.

A persona is the **product** of the persona creation process.

PERSONA WORKSHEET

Name: _____

Age: _____

Occupation: _____

Education: _____

Location: _____

Language(s): _____

Other info: _____

Situation:

Goals
- What is their primary goal?
- Secondary goals?

Challenges and Pain Points
- What are the major problems or obstacles they face?
- What frustrates them?

Motivations
- What motivates them to choose our services?
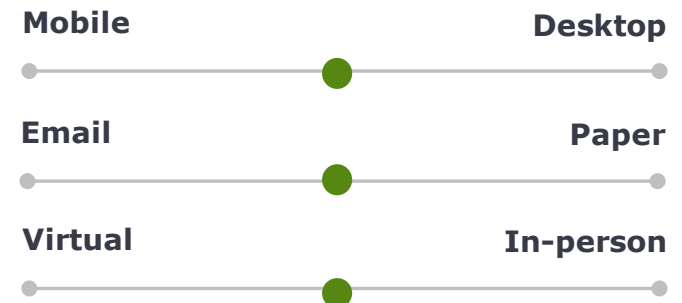- What are their expectations from our services?

Needs
- What are their needs?

Service Interaction Preferences
- How do they prefer to interact with our services?
- What kind of experience are they looking for?

Communication Channels

Mobile ———●——— Desktop

Email ————●——— Paper

Virtual ————●——— In-person

PERSONA WORKSHEET

Name: Sam J.

Age: 44

Occupation: Bookkeeper

Education: MBA

Location: Roseburg

Language(s): English and Spanish

Other info: Newly acquired SDAO account

Situation: Sam, 44, newly hired as a bookkeeper for a rural volunteer fire department and is overwhelmed with the workers' compensation process and record-keeping.

Goals
- To address the questions from their volunteer firefighters and ensure the continuity of operations.
- To create and maintain a systematic and organized record-keeping system for the department.

Challenges and Pain Points
- Lack of comprehensive records for the department's operations.
- The immediate stress and confusion stemming from a recently filed claim for a volunteer.

Motivations
- The necessity to rapidly acquire and apply knowledge related to workers' compensation insurance.
- Anticipation of receiving supportive, clear, and actionable advice from services to mitigate her present challenges.

Needs
- Support and clear instructions/guidance to address the questions and better understand workers' compensation insurance.
- Accessible, user-friendly resources and assistance to navigate the intricacies of a workers' comp policy.

Service Interaction Preferences
- Seeks straightforward, specific, and actionable advice and solutions customized to the current situation.
- Appreciates interactions that are supportive and understanding, providing practical and empathetic assistance.

Communication Channels

Mobile ———●————————— Desktop

Email ——●——————————— Paper

Virtual —————●————————— In-person
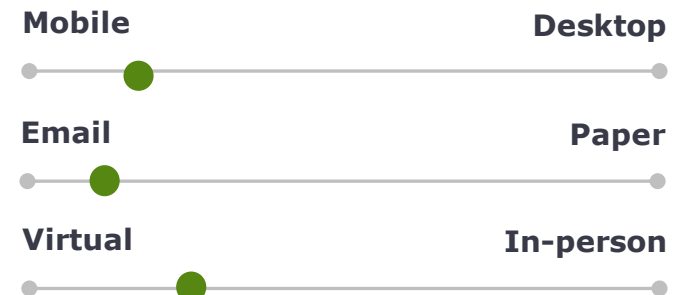
PERSONA WORKSHEET

Name: Evan J.

Age: 57

Occupation: Volunteer firefighter

Education: 12th grade

Location: Sutherlin

Language(s): English

Other info: No computer access

Situation: Evan J., 57, a full-time seasoned warehouse worker and volunteer firefighter. He's in need of straightforward, accessible claim information to guide him in the claim process and ensure he can continue his full-time job, as well as his passion for volunteering with the rural fire department.

Goals
- To continue to be active and involved in work and his community.
- To understand the claim process and benefits he is eligible for.

Needs
- To know that his family will still be provided for during his recovery time.
- To understand how his full-time job will be impacted by his injury.

Challenges and Pain Points
- Sole wage earner for his family.
- Uncertainty of workers' compensation coverage and benefits as a volunteer.

Service Interaction Preferences
- Prefers simple, straightforward, and practical solutions and information.
- Seeks an experience that is easy to understand, devoid of complicated technical jargon, and that addresses his specific needs and challenges

Motivations
- Desire to continue to be actively involved in his community.
- Expectation of clear, concise, and accessible information.

Communication Channels

Mobile ———●——— Desktop

Email ————●—— Paper

Virtual ————●—— In-person
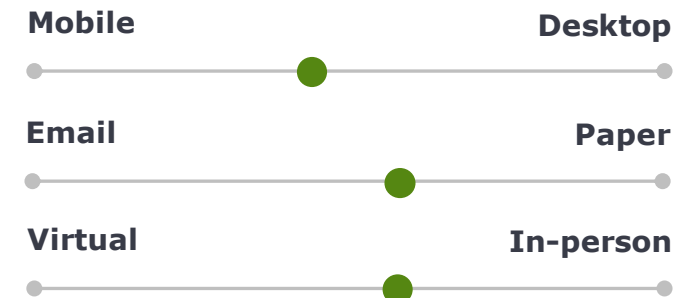
Empathy maps

Empathy mapping

Is the **collaborative process** of creating a visual to capture and articulate knowledge about a customer's behaviors and attitudes.

An empathy map is the **product** of the empathy mapping process.

What do they think and feel?
What are they thinking?
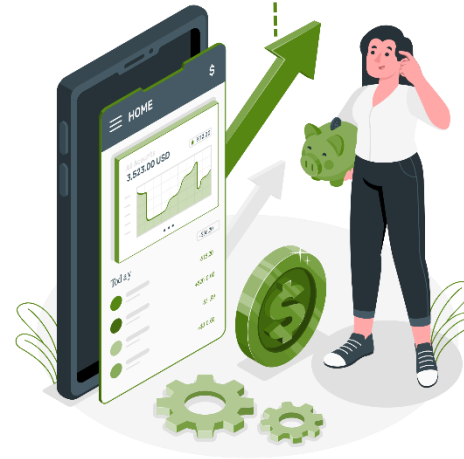What are they feeling?

What do they say?
What have we heard them say?
What can we imagine them saying?

What do they do?
What do they do today?
What behavior have we observed?
What can we imagine them doing?

What do they hear?
What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second hand?

What do they need to do?
What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?

What do they see?
What do they see in the media?
What do they see from friends?
What do they see from colleagues?
What do they see second hand?

SITUATION

What are their pain points?
What are their fears or anxieties?
What are their frustrations?

What are their goals?
What does success look like?
What do they aspire to achieve?

Time for a mentimeter question.

Besides the work with your customer, where else could you use empathy maps in your day-to-day work?

Journey maps

Journey maps

A **visual representation** of the interactions between a customer and an organization over time and across all channels on which the customer interacts with the brand.

Why create journey maps

EXPECTATIONS VS EXPERIENCE
Allow you to benchmark the customer's expectations against what they actually experience

PERSONALIZATION
Allow you to create personalized customer experiences across all touchpoints

FRONTSTAGE AND BACKSTAGE
Gets you thinking about the aspects of the journey customers don't see but have equal weight and importance to the entire customer experience

Elements

STAGES AND STEPS: What customers do while interacting, how they do it, what processes happen (internal and external), and what they need at each touchpoint is outlined.

CUSTOMER MINDSETS: What are customers' goals, motivations, actions, and needs at each stage of the journey?

CUSTOMER SENTIMENTS: How was the customer feeling at each touchpoint in the journey? We use data to determine this in many cases, but sometimes it's our best guess.

INTERNAL FACTORS: What is the impact of people, processes, technology, and service modalities on the customer experience?

OPPORTUNITIES: Based on the above elements, what are our opportunities to improve the customer experience?
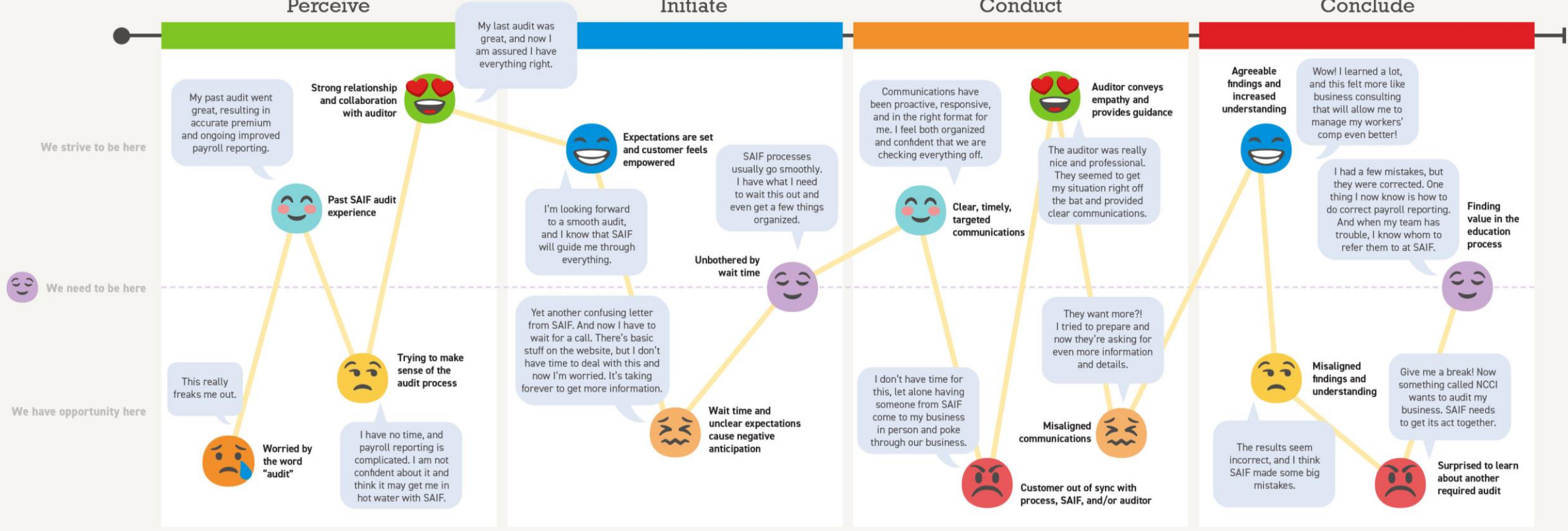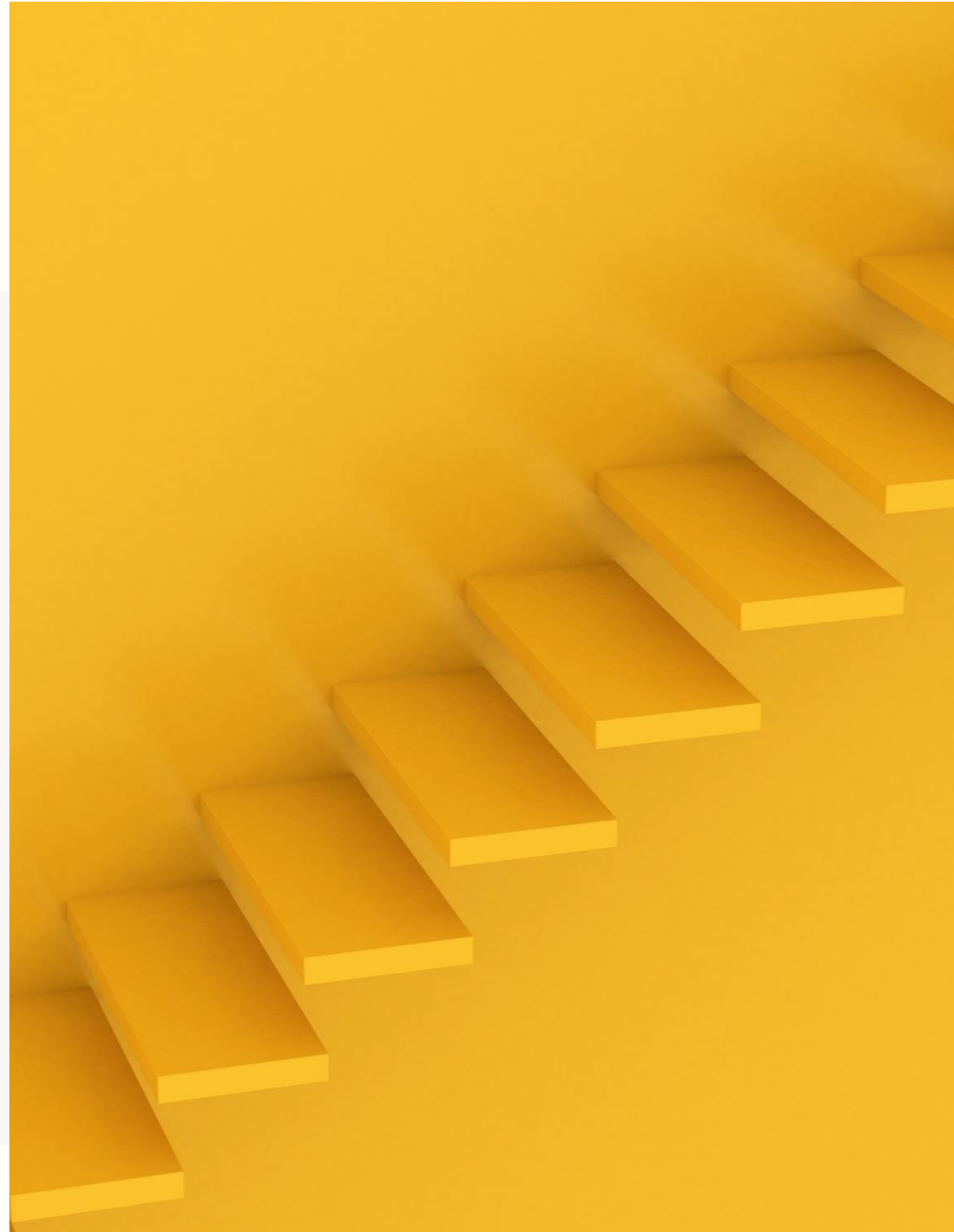
©SAIF

SAIF's premium audit journey
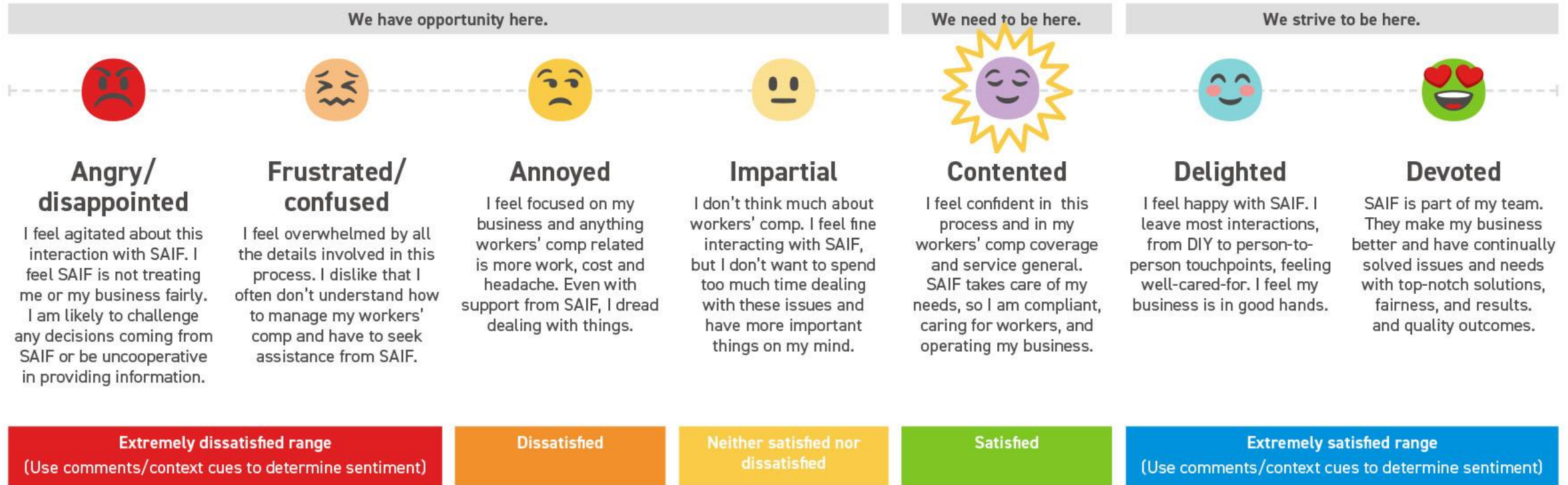
Journey mapping in action

The steps we took

1. Preliminary department workshop

2. Draft journey map framework

3. Customer research **| external validation**

4. Follow-up workshop **| internal validation**

5. Journey map finalized

6. Progress reviews (ongoing)

How do you feel about this interaction with SAIF?

We have opportunity here.	We need to be here.	We strive to be here.

Angry/ disappointed

I feel agitated about this interaction with SAIF. I feel SAIF is not treating me or my business fairly. I am likely to challenge any decisions coming from SAIF or be uncooperative in providing information.

Frustrated/ confused

I feel overwhelmed by all the details involved in this process. I dislike that I often don't understand how to manage my workers' comp and have to seek assistance from SAIF.

Annoyed

I feel focused on my business and anything workers' comp related is more work, cost and headache. Even with support from SAIF, I dread dealing with things.

Impartial

I don't think much about workers' comp. I feel fine interacting with SAIF, but I don't want to spend too much time dealing with these issues and have more important things on my mind.

Contented

I feel confident in this process and in my workers' comp coverage and service general. SAIF takes care of my needs, so I am compliant, caring for workers, and operating my business.

Delighted

I feel happy with SAIF. I leave most interactions, from DIY to person-to-person touchpoints, feeling well-cared-for. I feel my business is in good hands.

Devoted

SAIF is part of my team. They make my business better and have continually solved issues and needs with top-notch solutions, fairness, and results. and quality outcomes.

Extremely dissatisfied range (Use comments/context cues to determine sentiment)	Dissatisfied	Neither satisfied nor dissatisfied	Satisfied	Extremely satisfied range (Use comments/context cues to determine sentiment)

When is a customer angry or disappointed?

I feel agitated about this interaction with SAIF. I feel SAIF is not treating me or my business fairly. I am likely to challenge any decisions coming from SAIF or be uncooperative in providing information.

When is a customer frustrated or confused?

I feel overwhelmed by all the details involved in this process. I dislike that I often don't understand how to manage my workers' comp and have to seek assistance from SAIF.

😒

When is a customer annoyed?

I feel focused on my business and anything workers' comp related is more work, cost and headache. Even with support from SAIF, I dread dealing with things.

When is a customer impartial?

I don't think much about workers' comp. I feel fine interacting with SAIF, but I don't want to spend too much time dealing with these issues and have more important things on my mind.

When is a customer contented?

I feel confident in this process and in my workers' comp coverage and service general. SAIF takes care of my needs, so I am compliant, caring for workers, and operating my business.
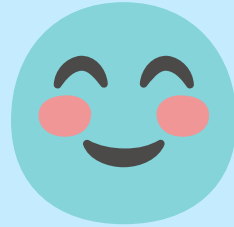
When is a customer delighted?

I feel happy with SAIF. I leave most interactions, from DIY to person-to-person touchpoints, feeling well-cared-for. I feel my business is in good hands.

When is a customer devoted?

SAIF is part of my team. They make my business better and have continually solved issues and needs with top-notch solutions, fairness, results, and quality outcomes.

Key takeaways

The word "audit" is an automatic pain point for customers

The process is not linear and steps may be repeated

The experience is better when the auditor provides clear communication, education, and expectations

Agents play an important role in educating customers and working through the process with SAIF

Opportunities identified

Reduce use of the word "audit"	Simplify content about audit and payroll reporting	Use friendlier language on letters
Expand soft-skills training for auditors	Provide interactive checklists for documents	Implement Voice of Customer surveys

What is a micromap?

- Micromaps can be used to analyze and improve processes that have 3-5 steps

- Similar to a full journey, they look at steps, mindsets, sentiments, opportunities, and internal factors

- Multiple micromaps can be strung together to build larger journey maps, or they can stand on their own to improve a specific process

Micro-map: Claims intake information validation for policyholders

Steps List 3-5 steps in the process. (If more than 5 steps, choose a sub-process.)

| Step 1: Notify SAIF of claim (801) | Step 2: Validate PH information with SAIF | Step 3: Validate worker information | Step 4: Receive claim assignment |
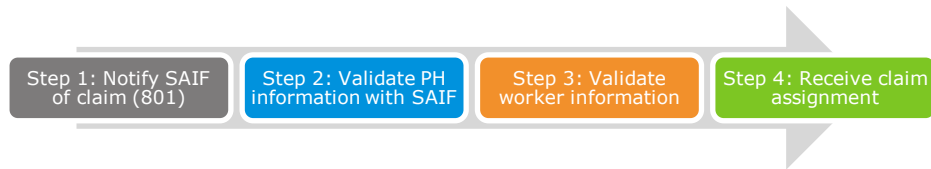
Mindsets Use first-person statements to describe what the customer is thinking.

	Step 1	Step 2	Step 3	Step 4
Needs	I need to report a claim.	I need to complete my information on the form.	I need to complete the form with the seven required fields for worker.	I need to know who is going to manage my claim.
Motivations	I want to get this right and avoid any penalties. I want to make sure my employee is taken care of.	I want to make sure SAIF has the correct contacts for my business.	I want to make sure the worker receives their benefits.	I want to ensure my questions will be answered.
Actions	I am obtaining an 801 form to file or filing online.	I am validating my information with SAIF.	I am reaching out to the worker as needed to answer questions.	I am establishing contact with my assigned adjuster.

Sentiments Use statements and emojis to describe how the customer is feeling.

Issue	Quote	Feeling
I don't know how to file a claim	"I have never had to do this before."	😖
I don't have my worker's info or it's hard to get	"Why do they need all this stuff?"	😒
I don't know my policy information	"I am not the usual claim contact at this organization."	😖
I don't know who my adjuster is	"I have concerns about this claim and need to know who to express them to."	😖
Using saif.com, I could easily figure out how to file a claim	"The file a claim button on the homepage is really prominent."	😌
827 and attorney filings may be a surprise for the customer	"I wasn't aware this employee was injured."	😡 😐

Opportunities Describe areas SAIF can explore to improve this process.

- Educate employers about what's required to file a claim on behalf of their employee, recognizing that all the required fields are not needed right away.
- Communicate claim assignments to the employer proactively.

Service design

Service Design

The activity of **planning** and **organizing resources** to **directly improve the employee's experience**, and **indirectly, the customer's experience**.

How the behind-the-scenes processes interact with each other internally to create the end user experience.

Involves **designing, aligning, and optimizing internal operations** to **support quality interactions between the service provider and customers**. Making service useful, usable, effective, and desirable.

Why service design matters

Enticing customers to choose you

When you have two donut shops next to each other,

and each sells the exact same donuts at the exact same price,

service design is what makes you walk into one and not the other.

Where you find service design

Customers and employees

CUSTOMER		**CUSTOMER EXPERIENCE**
		FRONTSTAGE ACTIONS
SERVICE INTERACTIONS		
EMPLOYEES		**EMPLOYEE EXPERIENCE**
		BACKSTAGE ACTIONS
PRODUCTS OPERATIONS STRUCTURE CULTURE		

SERVICE DESIGN
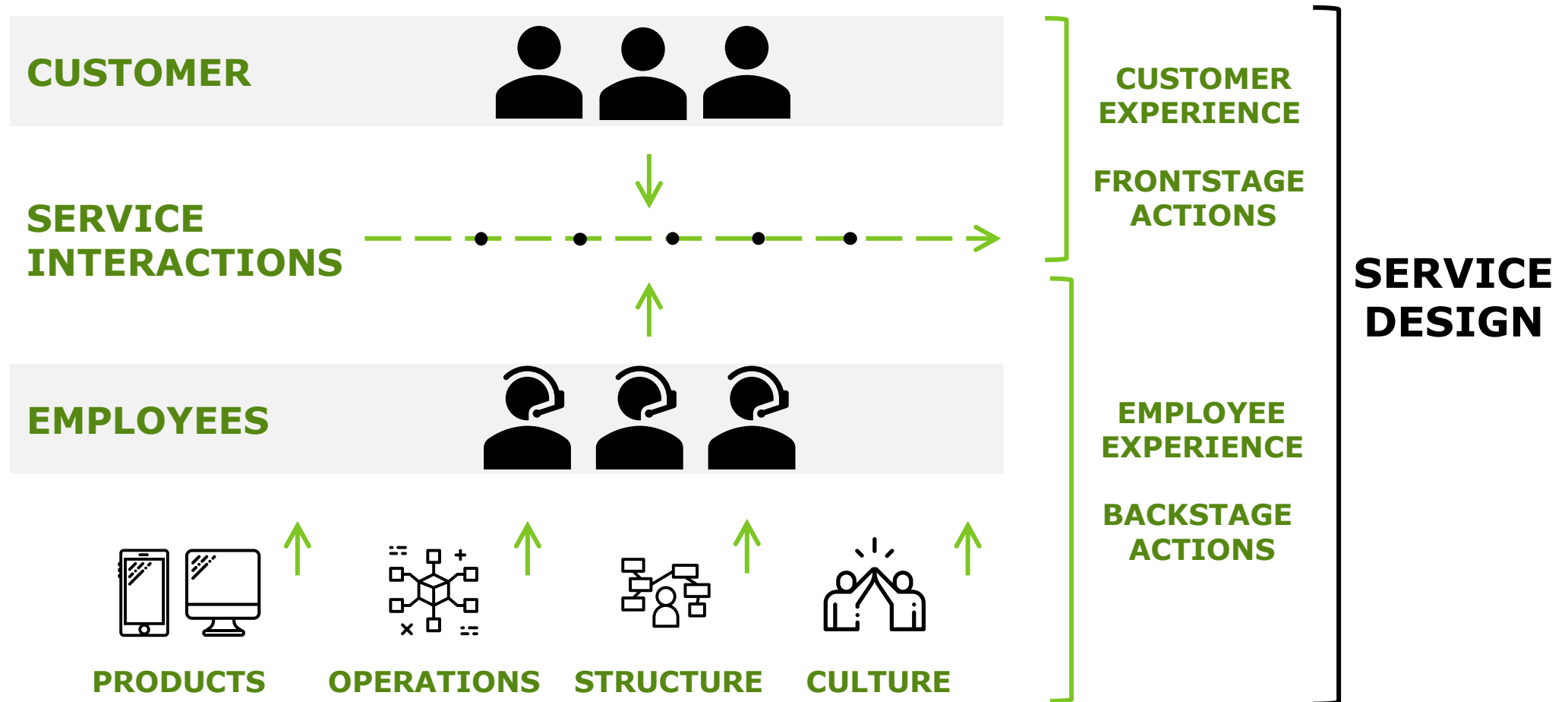
Resources

Resources

[Qualtrics: Consumer Trends that Will Shape 2023](#)

[Gartner: Only 14% of Organizations Have Achieves a 360-Degree View of their Customer](#)

2024
Workers' Compensation
Insurance Seminar

saif Work.
Life.
Oregon.

A consistent safety and health approach:
enhancing the customer experience

Agenda

Historical Overview

Professional Consulting Series (PCS)

Core Tenets
Group activity

Strategic Alignment of Workflow (SAW)

Recommendations, Correspondence, and Snapshot Assessments

Historical overview

SAIF supports professional development and education

20 years of data – most common request: consulting skills

Gap: needed a standardized consulting curriculum and consulting approach

Data analyzed by an outside consultant

The result…

Professional Consulting Series (PCS)

Developed in-house

- **Debra Ringold**, JELD-WEN Professor of Free Enterprise and Dean Emeritus Atkinson Graduate School of Management, Willamette University

    - Judi Croft, Safety Services Manager

    - Mary Ann Potter, Corporate Trainer

    - Paula Jones, Regional Safety & Health Manager

Professional Consulting Series (PCS)

Personal Efficacy – *listen for the outcomes policyholders value and connect to effective safety and health alternatives*

Persuasion on the merits

- Preparation, Humble Inquiry, and Effective Alternatives

Don't let the perfect be enemy of the good

- Incremental successes, patience and persistence, develop program change over time

Behavioral change is our objective

- Meaningful behavioral change can lead to the **impact** we desire

Professional Consulting Series (PCS)

Dealing with Resistance – *reduce policyholder resistance by genuinely appreciating their priorities and constraints while being demonstrably committed to their organization's success*

Policyholders must see the ROI associated with your efforts

- Preparation, Humble Inquiry, and Improving Organization Performance through S&H change

Negotiate using the alternatives you offer

- Give the policyholder choice among useful alternatives

Never blame the policyholder

- We have not compelled on the merits if we don't achieve success

Impact NOT Activity

- Maintenance vs. meaningful behavioral change

Professional Consulting Series (PCS)

Achieving Engagement and Commitment – *both policyholders and consultants share responsibility for both successes and failures*

Network "Up"

- Active pursuit vs. passive acceptance

Make a compelling case for change

- Develop an implementation plan and see it through to completion

Hold yourself and the policyholder accountable for keeping commitments

- Meaningful behavioral change can lead to the **impact** we desire

Authenticity means investing in the considerable work necessary

Small group discussion (5 min)

Think of a time when there was a **significant safety issue** identified at one of your policyholders.

- Where have you used one of the PCS principles?

- Which one did you use and how did it help?

- What other PCS principles could you use?

What are SAW & PCS?

Strategic Alignment of Workflow and Professional Consulting Series. This work will help SAIF make progress on our vision to make Oregon the safest and healthiest state.

SAW

A revision of our S&H service documentation process

PCS

A new consulting approach with policyholders

PCS is the expectation for *how* we work with policyholders, and **SAW** is the documentation of that work and communication to stakeholders.

Benefits for agents and policyholders

1. Consistent approach for consulting with greater respect for values and goals of the policyholder

2. Clear, direct, concise correspondence

3. Follow-up on impactful recommendations

4. Easier for policyholders, agents, and underwriting to see the progress by a policyholder on recommendations

Issuing and tracking impactful recommendations

✓ Provide policyholders with professional guidance on focus areas to prevent injury and illness

- Facilitate meaningful safety and health improvements

- Learn what makes a difference to shape future efforts

✓ Provide underwriting with information to support sound pricing practices

Track progress on recommendations that make a difference.

Example 1

Brief greeting including when the meeting occurred and the topic

May include links or resources

Closing statement. Include planned follow-up

Subject line: 456777 ABC Stage Company: Follow-up

saif Work. Life. Oregon.

Safety and Health Services

Dear Jane,
Thanks for meeting on September 5th to discuss the organization's progress with safety and health initiatives. Included are the action items we discussed and committed to completing.

Recommendations and Commitments:
Action item: Pre-Task Planning
Implement (design, train to and ensure utilization) a pre-task planning process for all stage managers, staff and support for load in/load out days encompassing the scene shop and Armory stages.
Target date: November 22, 2023

Action item: Baseline Audiograms
Determine an audiogram provider and schedule a baseline audiogram for employees in your Hearing Conservation Program. Although Oregon OSHA requires employers to obtain a baseline audiogram within 180 days of employment (and then at least annually) when a HCP is required, SAIF recommends obtaining a baseline audiogram at hire.
Target date: November 6, 2023

Additional information/Resources
When you and Stanley develop the pre-task plan, ample samples are available off the web but one of my favorite resources is Harvard University's: APPENDIX A – PROJECT SUBMITTAL LIST (harvard.edu).

It would be good time to ensure your rigging crew's training and certification are current as well. Please let me know if you need rigging training providers.

I'll plan to follow-up in December. If I can be of assistance prior, please contact me.

Sincerely,
Jan

cc: Underwriter: Barry Gordon
    Agent, Ken Johns

Jan Roberts CSP (she/her)
_____

SAIF Sr. Safety Management Consultant

541.338.6723 | F: 503.584.9169| 800.285.8560

3500 Chad Dr., Suite 200, Eugene, OR 97408

This report is advisory only. It may not list all existing hazards. SAIF assumes no responsibility for correction of conditions identified as hazardous. Safety remains your responsibility.

Policy number and meeting topic in subject line

For each, include recommendation title, and target date.

May include suggestions where no follow-up is planned

Example 2

Subject line: 456777 ABC Stage Company: Follow-up

saif Work. Life. Oregon.

Safety and Health Services

Dear Jane,
Thanks for meeting on September 5th to discuss the organization's progress with safety and health initiatives. Included are the action items we discussed and committed to completing.

I will plan to follow-up in December. If I can be of assistance prior, please contact me.
Sincerely,
Jan

Jan Roberts CSP (she/her)

SAIF Sr. Safety Management Consultant

541.338.6723 | F: 503.584.9169| 800.285.8560

3500 Chad Dr., Suite 200, Eugene, OR 97408

This report is advisory only. It may not list all existing hazards. SAIF assumes no responsibility for correction of conditions identified as hazardous. Safety remains your responsibility.

Policy number and meeting topic in subject line

When recs are given, reference the attached PDF

Brief greeting including when the meeting occurred and the topic

Closing statement. Include planned follow-up

Example 2: Sample attachment

saif.com

saif
Work. Life. Oregon.

Safety and Health Services
Recommendation and commitment summary

Prepared for
ABC Theater Company

October 16, 2023

SAIF policy: 499434
Policy period: July 01, 2021 to July 01, 2022

Presented by
Aubrey Sakaguchi
Regional Safety-health Supervisor
503.673.5356
aubsak@saif.com

Representing Agency
Agency of Oregon LLC
Ken Johns
541-494-2000
kenjohns@Johns.com

C: SAIF UW   Barry Gordon
   Agent   Ken Johns

Working alongside policyholders to make Oregon the safest and healthiest state

This report is advisory only. It may not list all existing hazards. SAIF assumes no responsibility
for correction of conditions identified as hazardous. Safety remains your responsibility.

400 High St SE | Salem, OR 97312 | P: 800.285.8525

ABC Theater Company   October 11, 2023

Action item: Pre-task planning	**Target Date:** November 22, 2023
Implement (design, train to and ensure utilization) a pre-task planning process for all stage managers, staff and support for load in/load out days encompassing the scene shop and Armory stages.	

Action item: Hearing Conservation Program roll out	**Target Date:** November 6, 2023
Hearing conservation program: The safety committee has been discussing how to implement the recommendations made following the 2019 noise sampling. Identifying the audiology provider for exposed employees, educating on exposures and hearing loss prevention, providing appropriate hearing protection and ensuring its use are simplified action items. Please let me know what assistance is needed for these steps.	

Additional information/resources
When you and Stanley develop the pre-task plan, ample samples are available off the web but one of my favorite resources is Harvard University's:
APPENDIX A – PROJECT SUBMITTAL LIST (harvard.edu).

It would be good time to ensure your rigging crew's training and certification are current as well. Please let me know if you need rigging training providers.

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Address policyholder's needs

Correspondence can vary from above:

- Policyholder contact **wants a detailed summary** of the meeting because key decision maker wasn't in attendance

- Policyholder asks for hazard walk-through with a **detailed list** of everything noted

Small Group Discussion (5 min)

Think of a time when there was a significant safety issue identified at one of your policyholders.

• What was the issue and what was one action you took to help them address the issue?

• What are some ways agents and SAIF staff can partner to help a policyholder improve?

Snapshot Assessment

The purpose of the snapshot is to assess the policyholder's safety and health management systems and identify trends and opportunities through the data collected.

Part one: Safety program diagnostics

Assessment of a policyholder's safety program across 3 categories:

Business operations	Safety program elements	Employee training and education
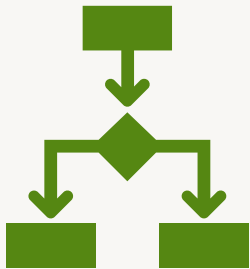
Examples of snapshot questions

- Is there a process for reporting and analyzing near misses or close calls?

- Are periodic safety and health inspections conducted?

- Are PPE assessments conducted?

- Is CPR/AED training provided to employees?

Snapshot 7-year vision

Current Future

Phase 1

Standard form

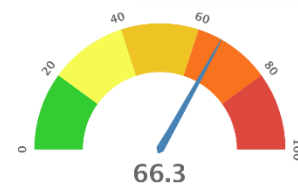Foundational data collection with basic output functionality

Phase 2

Industry specific add-on questions

Healthcare
Construction
Agriculture
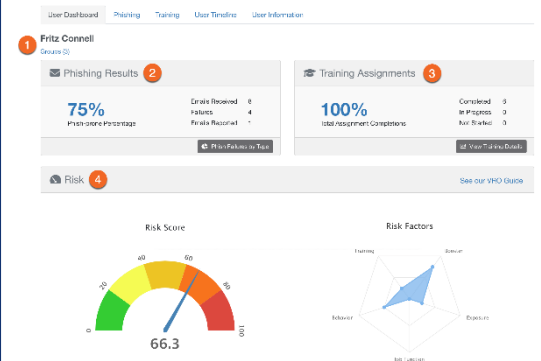Manufacturing
Food and Bev
Logging

Phase 3

Weighted scoring

66.3

Weighted score leveraging Snapshot answers and recommendation status

Phase 4

Comparative analytics dashboard

Fully integrated policy and claims data with industry comparisons

What is your one word take away from this session?