

Tips for Getting the Best Results from the SafetyFirst Program:

- Formally announce the launch of the program with a letter to drivers and supervisors from senior management
- Apply the decals to the correct vehicles as quickly as possible
- Monitor the condition of the decals—defaced decals should be investigated immediately and replaced as soon as possible
- Help drivers who receive complaint reports by offering to coach them on how to drive properly—do not make the program a “blame-placing” issue
- Publicly recognize professional driving in complimentary reports
- Use the monthly summary reports to make changes to training, dispatch or other management programs to assure safe performance throughout the organization
- Be responsive to any suggestions from SafetyFirst and to any insurance carrier support team guidance



If you have more questions,
check out our website
www.safetyfirst.com



For all your safety needs
contact **SafetyFirst**
888.603.6987



Great American Insurance Group
301 E. Fourth Street, Cincinnati, Ohio 45202

SafetyFirst™

Named “**Best in Class**” for
reducing collisions and their
related costs



Give your company the
SafetyFirst Advantage

Experience and Commitment to
Fleet Safety Since 1998



Specialty Human Services

Why SafetyFirst?

The SafetyFirst program identifies employees who are taking risks while driving.

The program focuses management attention on those few drivers who need the most help—typically before they are involved in a collision.

Used properly, this program will help you better manage your fleet, reduce the frequency and/or total cost of accidents and help to maintain affordable insurance costs.

Many insurance carrier studies have been completed showing the value of the program to all types of fleets—construction, delivery, service industry and transportation. In most cases losses go down by 20%-40%; however, some fleets have documented even more dramatic results.

Put the SafetyFirst advantage to work for your team:

- Fewer accidents equals more profits
- Save driver's lives
- Reduce turnover
- Save on insurance costs
- Improve your public image
- Promote Safety

SafetyFirst also provides a monthly training package via email for use with all of your drivers

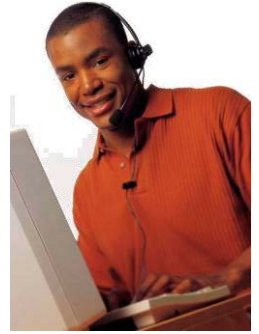
Straight Talk About SafetyFirst

- SafetyFirst requires very little time to administer—only three reports per 100 vehicles per month
- Your time goes directly to coaching your own employees for improved performance
- Most employees drive safely—80% will never be identified by this program (**in fact they are more likely to get a complimentary report than a complaint!**)
- Of the few who get complaint reports, about **half respond** to your coaching (by changing their driving style); however, those few who get more than one complaint need your full attention to improve their skills before they become involved in a collision
- We provide coaching tools along with our reports
- We “**politely question**” the callers who supply data to look for consistency in the details, and to provide more detail per report than anyone else in this industry



How SafetyFirst Works

Motorists can contact SafetyFirst on a 24-hour basis. Our highly trained employees pose a series of questions to the caller to get a high level of detail and to assure their story remains consistent (a hallmark of credibility).



The report is reviewed by a supervisor and is immediately sent via email to your assigned manager for review.

A coaching safety sheet is attached to the most serious reports (tailored to the type of reported incident) so that the manager may provide specific coaching to their employee soon after the report is received.

The report is completed and sent back to SafetyFirst for closeout. This return process assures that a record of safety intervention was performed by your management team.

Your manager's coaching efforts, combined with the report return process are the keys to success. This program saves lives, employees' careers and



the hard earned revenue of your business.