

# CASE STUDY

## Ongoing Success with SAFE MILES DRIVEN Recognition Program

### BACKGROUND:

The transportation company's home office launched the SAFE MILES DRIVEN recognition program to engage drivers in monthly online safety education and reward them for miles driven and adopting new initiatives.

### CHALLENGES:

With drivers spread across the U.S. and on the road, the company needed a way to engage them and show appreciation for their service and commitment to safety.

### SOLUTION:

The promotional products distributor proposed the Stackable Recognition Program. Each driver received a clear acrylic base, a name bar, and a "Thank You" letter with instructions to earn more achievement bars.

Drivers appreciated the personalization and took pride in the initiative. Corporate leadership was pleased with the program's engagement and excitement, and the SAFE MILES DRIVEN PERPETUAL RECOGNITION continues to thrive.

### KEY TAKEAWAYS:

Innovative ideas that exceed client expectations lead to long-term success. The distributor continues to grow recognition programs for the transportation client, benefiting the entire company. EVERYBODY LOVES THE STACKABLE. GIVE THEM A REASON TO GIVE THEM OUT!

### MORE SUCCESSFUL PERPETUAL RECOGNITION PROGRAMS:

- Year of Service
- Sales Achievement
- Donor Recognition
- Company Core Value Roll-Out and Implementation
- Safety and Industry-Specific Achievement
- Professional Growth and Certification

