



CLIENT STORY

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# Supermarket Insurance Group

# SUMMARY

Specializing in independent grocery store owners, Supermarket Insurance Group had a long history of underwriting, claims handling and loss control services for insurance carriers. Their history was also steeped in safety; parent company Benchmark Insurance was a digital forerunner as one of the first insurance companies to provide online training to its employees.

In order to reduce injuries and claims, Supermarket Insurance Group tasked SafetySkills with the challenge of providing effective safety training to their policyholders' employees, especially those in remote areas where independent grocery stores commonly operate.

**\$200k+**

Reduction in losses due to claims

**55%**

Reduction in Worker's Comp claims after training was completed

**1,000+**

Employees

**8**

Stores

# Overcoming Barriers



## CHALLENGE

With many of the company's insureds residing in rural locations, dial-up internet speed posed a significant delivery challenge. In addition, several store owners lacked basic computer knowledge and some of the employees were not fluent English speakers.

The courses were hosted directly on the parent company's website, with bilingual versions in English and Spanish available, and in order to guarantee uninterrupted access across the network, we created both high-speed and dial-up versions of the program.



## SOLUTION

In order to address these unique challenges, SafetySkills created a stand-alone, online training program made up of five courses specific to the grocery retail industry.

# Custom Solutions



## CHALLENGE

With high employee attrition and rotating shifts, the grocery industry presents numerous obstacles to ensuring all employees are adequately trained in safety. With travel costs for qualified instructors to visit facilities becoming too high to bear, Supermarket Insurance Group attempted to utilize a digital solution. However, the safety training they found available was overly generic, with much of the courseware covering irrelevant and unhelpful topics.

Based on our findings, the SafetySkills Instructional Design Team developed courseware specific to the retail grocery environment. Eleven 45-minute courses were developed and made available to the workers through our proprietary learning management system that empowers employees to view and engage with it whenever it is most convenient.



## SOLUTION

SafetySkills, alongside Supermarket Insurance Group analysts, worked through job-hazard analysis and claims data to determine a meaningful solution based on actual working conditions.

# Our process

SafetySkills balances a deep knowledge of safety with the ability to produce high-quality, responsive instructional content. All of our products and services are developed 100% in-house, and are supported right here in our Oklahoma City studio by the people who made them. Our singular focus on training employees in life-critical competencies allows us to offer high quality content that connects with people.

We believe engagement changes everything. Because safety is imperative to growth, highly engaging and relevant content is crucial to the success of any company. With this in mind, our courses are designed to reinforce company brand messaging, with a high degree of interactivity and industry-specific content to produce the most effective results.

## ABOUT SAFETYSKILLS

SafetySkills is a leading provider of products and services focused on keeping workers safe through effective training.

With a proven track record of over 20 years, operating in 18 countries and 8 languages, to over 10,000 public and private sector organizations, and over 1 million learners, SafetySkills leverages its experience, resources and technologies to meet its client's EHS and emergency response training and certification requirements.



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