



HOW AMERIGAS BUILT A SAFETY CULTURE THROUGH ENGAGEMENT

FROM QUARTERLY INCENTIVES TO A NATIONAL RECOGNITION PROGRAM

AmeriGas sought to strengthen its safety culture by increasing engagement among more than 4,000 safety-sensitive employees nationwide.

Partnering with All Star Incentives, the company launched Committed to Safety®, a recognition and rewards program that transformed participation and expanded from a regional pilot to a nationwide initiative.

THE CHALLENGE

AmeriGas needed a solution that could unite thousands of employees around a common safety mission while remaining easy for managers to administer across a large, geographically dispersed workforce.

Key Challenges Included:

- Replacing an ineffective quarterly cash incentive model
- Increasing employee participation in safety initiatives
- Creating consistent recognition across locations and teams
- Making safety engagement measurable and visible
- Strengthening communication between leadership and frontline employees
- Building a long-term culture focused on safety and appreciation

RESULTS SNAPSHOT



25%
INCREASE IN BBO
(BEHAVIOR BASED
OBSERVATIONS)



93%
PROGRAM
PARTICIPATION
RATE



500 → 4,000+
NATIONAL
EXPANSION



**AWARD
WINNER**
IMA EXCELLENCE
AWARD 2022*

*Awarded to All Star Incentives® for excellence in employee engagement and safety recognition through the AmeriGas Committed to Safety® program.

THE STRATEGY: ENGAGEMENT DRIVES SAFETY

RECOGNITION

- Monthly performance-based point opportunities
- Above & Beyond recognition for exceptional safety actions
- Peer and manager-driven recognition moments

REINFORCEMENT

- Monthly safety quizzes and learning activities
- Ongoing communication of safe behaviors and best practices through a dedicated program platform

VISIBILITY

- Real-time participation tracking
- Safety achievements recognized across the organization
- Clear connection between engagement and safety outcomes

HOW THE PROGRAM WORKS



EARN

- Employees earn points through:
- Safe performance
 - Monthly safety quizzes
 - Above & Beyond activities



ENGAGE

- Employees stay connected through:
- Ongoing program communication
 - Learning activities
 - Company news and updates



RECOGNIZE

- Managers recognize positive behaviors through:
- Above & Beyond awards
 - Spot recognition



REDEEM

- Points can be redeemed for:
- Merchandise
 - Travel
 - Experiences

THE RESULTS

"Committed to Safety" quickly became one of AmeriGas' most successful employee engagement initiatives, transforming safety recognition from a quarterly incentive into an ongoing companywide vision of a culture fully committed to safety.



A CULTURE OF SAFETY & ENGAGEMENT

- **93%** program participation rate
- **25% increase** in Behavior Based Observations (BBO)
- Significant **reductions in AVI** incidents and OSHA recordables
- Expanded from a 500-employee pilot to **4,000+ participants nationwide**
- **Increased visibility** into safety performance and participation
- Strong manager-to-employee recognition activity
- Greater employee accountability and **safety awareness**

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The pilot was a tremendous success, with fantastic results lowering AVI's and OSHA recordables. The engagement in the program is amazing, and our safety workers are highly complimentary. We are all excited to see it becoming the fabric of our safety culture.”

DIRECTOR OF SAFETY
AmeriGas

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WHAT HAPPENED NEXT

Following the success of Committed to Safety, AmeriGas expanded its engagement strategy beyond safety recognition, creating additional programs designed to recognize performance, celebrate employees, and strengthen company culture.



SALES RECOGNITION

Recognition programs designed to motivate and reward top sales performance.



NEW HIRE EXPERIENCES

Circle of Excellence welcome and onboarding initiatives that reinforce company culture from day one.



EMPLOYEE APPRECIATION

Special recognition campaigns celebrating extraordinary employee contributions.



HOLIDAY GIFTS

Seasonal appreciation campaigns celebrating employees and their families.

PROGRAM IN ACTION

The Committed to Safety program combines recognition, communication, education, and rewards into one centralized employee experience.

Through monthly quizzes, personalized communications, manager recognition, and award redemption opportunities, employees remain actively engaged in the behaviors that contribute to a safer workplace.



Committed
To Safety



THE IMPACT

By connecting recognition to safe behaviors, AmeriGas transformed safety from a periodic initiative to a stronger companywide culture focused on employee and safety excellence.

The result is a more engaged workforce where employees feel valued, recognized, and motivated to contribute to a stronger safety culture every day.

AllStar
INCENTIVES