



Miles That Matter
 Safety Recognition & Reward Program

HOW WALMART CONNECTED TELEMATICS DATA TO DRIVER RECOGNITION

REWARDING SAFE BEHAVIORS ACROSS 16,000 DRIVERS

Walmart partnered with All Star Incentives to develop Miles That Matter, a safety recognition and rewards program designed to reinforce safe driving behaviors through telematics data, measurable performance metrics, and meaningful employee recognition.

By connecting rewards directly to safe driving performance, Walmart created a scalable engagement strategy that provides visibility into fleet-wide performance and recognizes drivers for achieving safe driving milestones.

THE CHALLENGE

Managing safety recognition across one of the nation's largest private transportation fleets required a solution that could consistently engage drivers while leveraging existing telematics and performance data.

Key Challenges Included:

- Recognizing safe driving behaviors across a workforce of more than 16,000 drivers
- Automating performance tracking and reward administration
- Turning telematics data into meaningful employee engagement opportunities
- Reinforcing safe driving habits through ongoing recognition
- Creating consistent safety recognition across a geographically dispersed fleet
- Building a scalable program capable of supporting future workforce expansion

RESULTS SNAPSHOT


16,000
 DRIVERS
 PARTICIPATING

AUTOMATED
 LYTX DATA
 INTEGRATION

3,600+
 EMPLOYEES
 PROGRAM
 EXPANSION

THE STRATEGY: DATA-DRIVEN SAFETY RECOGNITION

RECOGNITION

- Points awarded for achieving safe driving milestones
- Recognition tied directly to measurable performance metrics
- Annual awards for long-term safe driving achievement

REINFORCEMENT

- Ongoing opportunities to earn points through safe driving performance
- Multiple recognition categories encouraging continuous improvement
- Consistent visibility into program participation and progress

VISIBILITY

- Real-time performance data feeds from Lytx
- Automated point calculations and uploads
- Clear connection between safety performance and recognition

HOW THE PROGRAM WORKS



EARN

Drivers earn points for:

- Safe Driving / Zero Lytx Score
- Preventable collision improvement
- Reduced preventable collisions
- Safe driving anniversaries



ENGAGE

Drivers participate through:

- Monthly safety achievement opportunities
- Ongoing performance improvement initiatives
- Fleet-wide recognition activities



RECOGNIZE

Recognition celebrates:

- Consistent safe driving performance
- Improvement in key safety metrics
- Long-term commitment to safety excellence



REDEEM

Points can be redeemed for:

- Merchandise
- Travel
- Experiences

THE RESULTS

Miles That Matter transformed telematics data into a meaningful recognition experience, helping Walmart reinforce safe driving behaviors through ongoing engagement and measurable performance milestones.



A SAFER, MORE ENGAGED FLEET

- Recognition directly tied to Lytx behavioral safety scores
- Automated performance tracking and point uploads
- Quarterly incentives for collision reduction
- Annual recognition for safe driving milestones
- Consistent engagement opportunities across the fleet
- Scalable platform designed for future workforce expansion

PROGRAM PHILOSOPHY

Recognition is most effective when employees clearly understand how their actions contribute to success. Miles That Matter connects safe driving performance directly to meaningful rewards.

WHAT HAPPENED NEXT

Following the success of Miles That Matter, Walmart began evaluating expansion opportunities to include additional employee populations beyond transportation, including maintenance workers and maintenance technicians.



**MAINTENANCE
WORKERS**
2,500 PLANNED
PARTICIPANTS

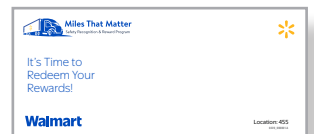


**MAINTENANCE
TECHNICIANS**
1,100 PLANNED
PARTICIPANTS

PROGRAM IN ACTION

Miles That Matter combines telematics data, recognition, communications, and rewards into a single employee engagement experience.

Through automated Lytx integrations, real-time performance tracking, and ongoing recognition opportunities, drivers remain engaged in the behaviors that contribute to safer roads and stronger fleet performance.



16,000 DRIVERS • AUTOMATED LYTX INTEGRATION • NATIONWIDE DEPLOYMENT

THE IMPACT

By connecting recognition directly to telematics performance data, Walmart transformed safety metrics into a visible and motivating employee experience.

The result is a scalable recognition program that reinforces safe driving behaviors, celebrates achievement, and supports a culture of continuous safety improvement.

