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project risk mgmt • bcr • health & safety • rmis • claims admin • esg • tprm • compliance • policy mgmt • internal audit • erm

EMPOWERMENT



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RISK UNDER
ONE **ROOF**

Take Discount Tire's Lead and Kick Your Reporting Up a Notch

Kyle Foote

Sr. Safety Data Scientist



Overview

- Effective Reporting
- Best Practice 1: Start with Something that Provokes a Response
- Best Practice 2: Let Automation do the Heavy Lifting
- Best Practice 3: Choose the Right Distribution Channel
- Insights Use Case Demonstration with Word Plug-In
- Questions

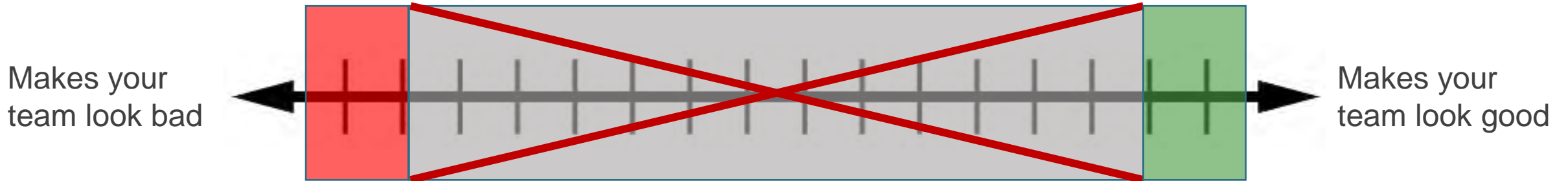
The Hardest Part of Effective Reporting is Choosing the “What”

- What should you put in a report?
- If your dashboard is built to provide general information, it's wrong
- Specific, actionable insights are required



Best Practice 1: Start With Something That Provokes a Response

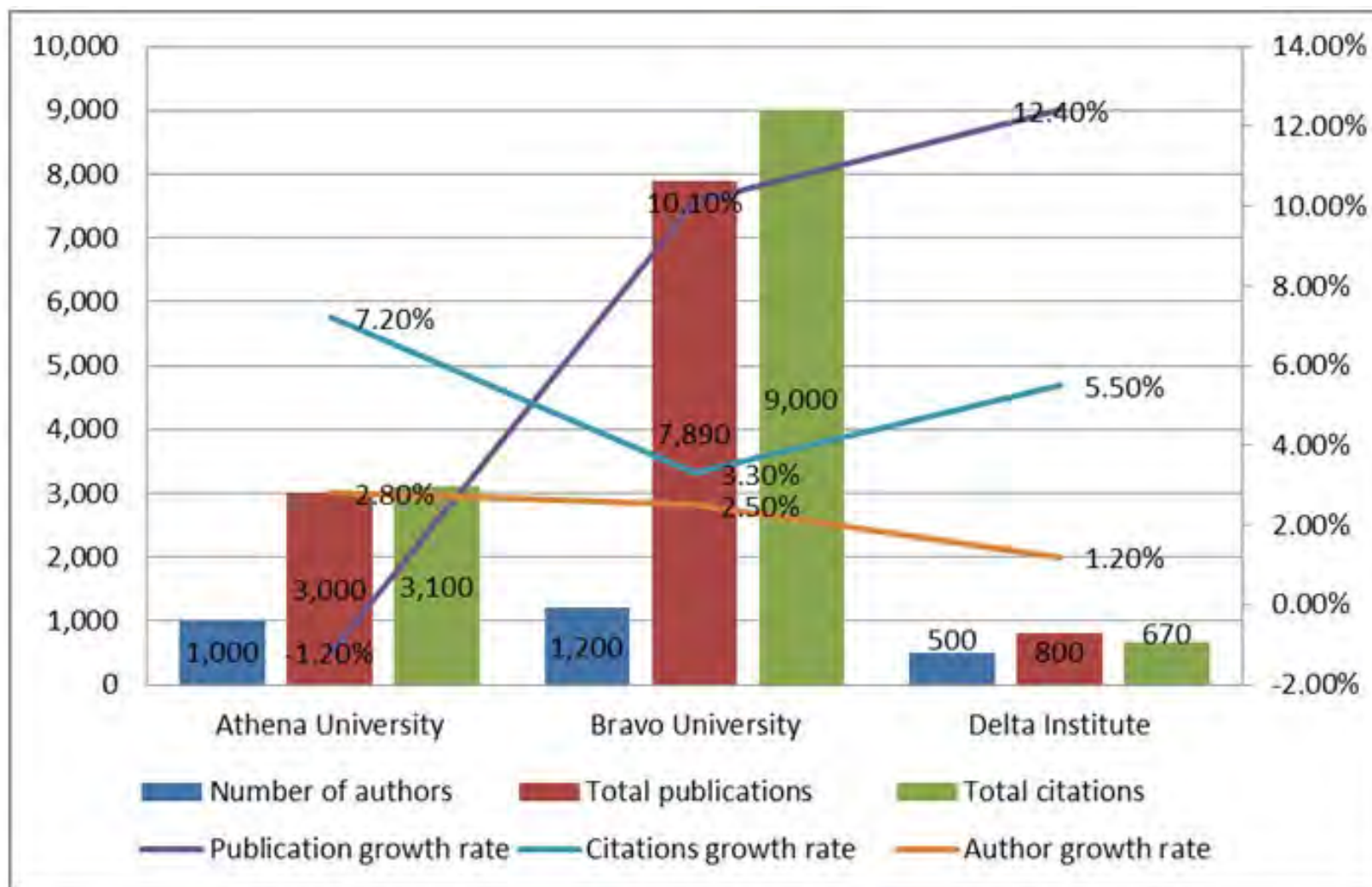
How Do We Look Meter



- Embrace the Red
- Team-Focused
- Gives Direction

- Celebrate the Wins
- Validate Causality
- Credit Participants

Good or Bad?



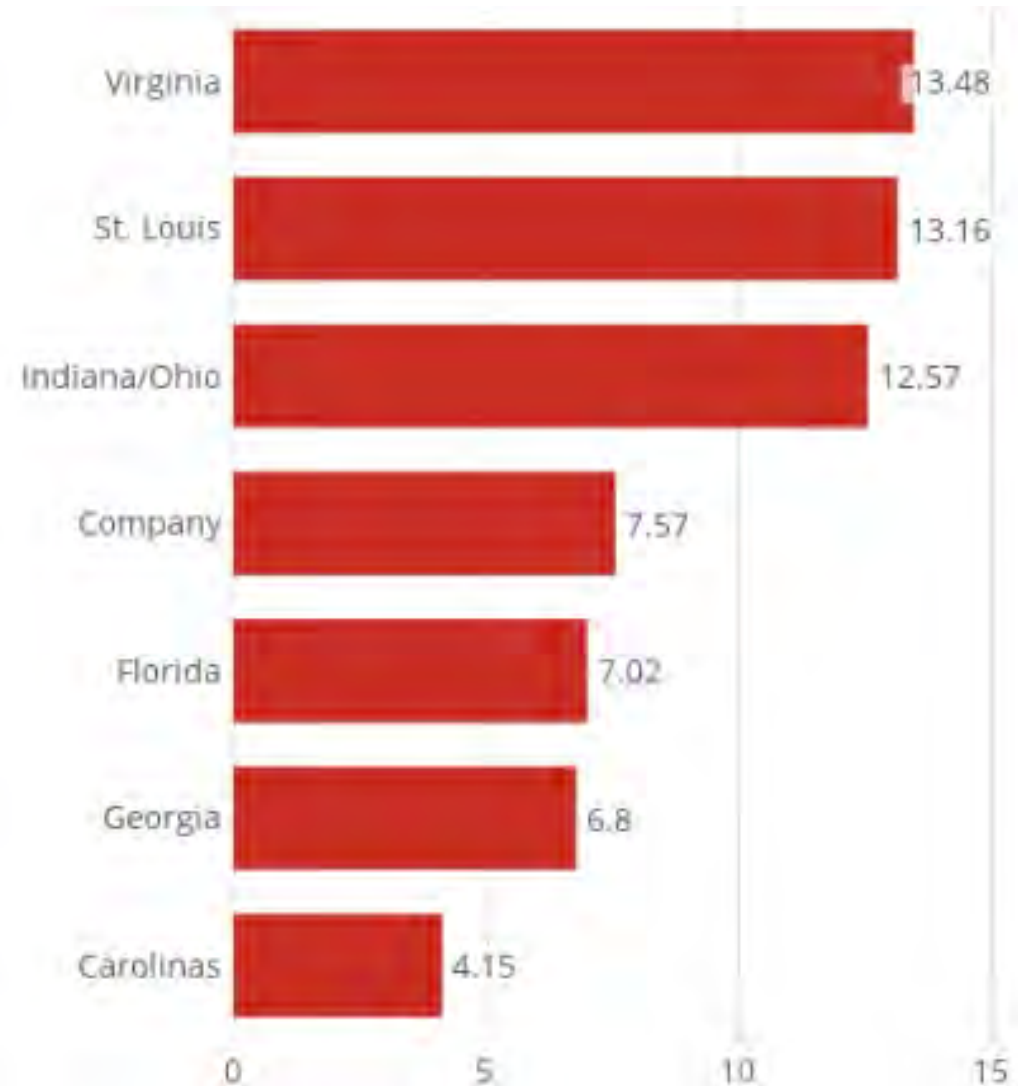
Good or Bad?

Example Return Rate



6.75
↘ -27.7%

Visualizations and Reports are Useless Without a Benchmark



Safety Focus Dashboard Demo

Safety Focus Program

Owner (change)
1 owner

124



SAFETY FOCUS PROGRAM (DEFAULT)

RegionName [Click to filter](#)

Choose Date



Engagement

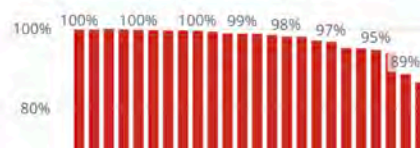
Company Engagement Score



6-2021 Feedback Table to Date

date_submitted	Feedback	Store
2022-10-05 12:39:06	Safety/Quality Focus Feedback	TXD_29
2022-10-05 12:29:22	Safety/Quality Focus Feedback	TXH_56
2022-10-05 12:16:09	Safety/Quality Focus Feedback	TXD_66
2022-10-05 11:57:33	Close Call	GAA_31MGR
2022-10-05 11:55:04	Safety/Quality Focus Feedback	TXD_76
2022-10-05 00:13:25	Safety/Quality Focus Feedback	TXA_22
2022-10-04 23:55:00	Safety/Quality Focus Feedback	WAS_02
2022-10-04 23:34:23	Safety/Quality Focus Feedback	TXD_71
2022-10-04 22:35:13	Safety/Quality Focus Feedback	NML_01
2022-10-04 21:14:21	Safety/Quality Focus Feedback	TXC_08
2022-10-04 21:11:30	Safety/Quality Focus Feedback	TXC_08
2022-10-04 21:04:24	Safety/Quality Focus Feedback	TXD_77
2022-10-04 21:01:41	Safety/Quality Focus Feedback	TXC_08

Engagement by Region (Rolling 6 Months)



QR Only Quality Focused Videos Watched per ...



QR Only Quality Focused Videos Watched By ...



Best Practice 2: Let Automation do the Heavy Lifting

- Discount Tire's Main Use Case for Insights
- Monthly Safety Communication
- 3 Required Tasks per Month

AMERICA'S TIRE DISCOUNT TIRE DISCOUNT TIRE DIRECT

SAFETY LEADER CTA

LET'S GET YOU TAKEN CARE OF

OCTOBER 2022

October ACTION ITEMS
DUE OCT 30

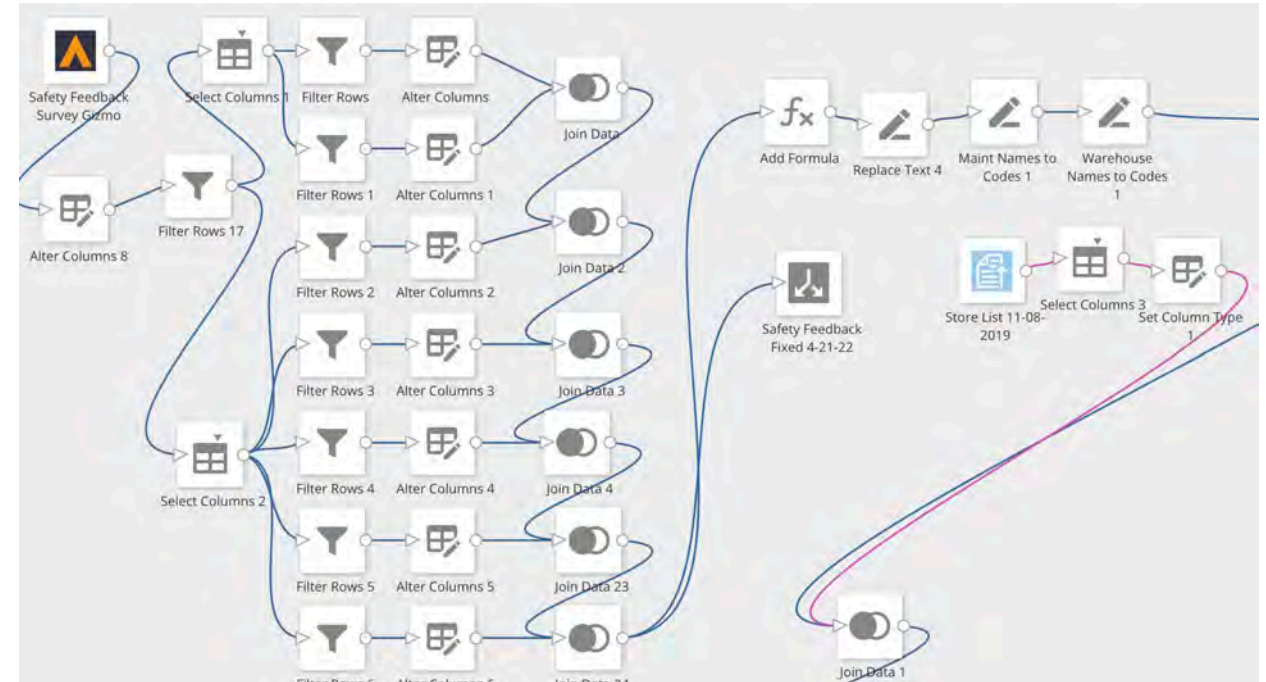
- 1 CTA ACKNOWLEDGEMENT SURVEY**
[Take Survey Now](#)
- 2 SAFETY FOCUS**
Do only the Safety Focus listed below that pertains to your location:
A) [Store](#)
B) [Facilities](#)
C) [DC](#)

INJURY TRENDS | OUR PEOPLE



Time and Effort for Our Main Insights Use Case

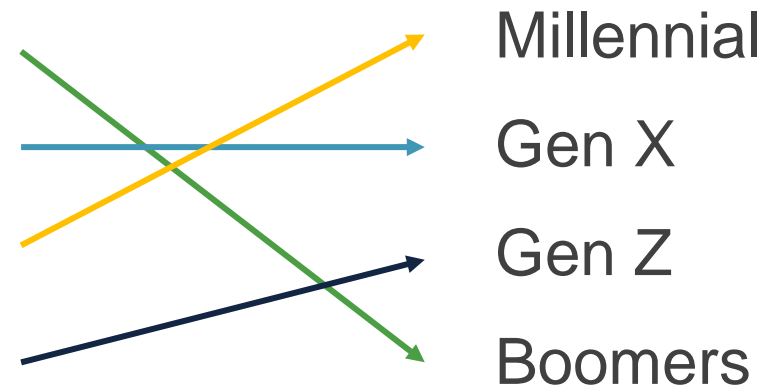
- 1,200 Locations
- 20k Data Points/Month
- ETL: Extract, Transform, Load
 - 30:1 Reduction in Time
- Distribution Channel



Successful Reporting Under One Roof Means Serving a Wide Band of Users

Guess the Generation

- “No need to flip your wig.”
- “Dude, take a chill pill.”
- “I’m totes adulting today bae.”
- “This is sending me right now, no cap.”



Best Practice 3: Choose the Right Distribution Channel

Guess the Reporting Channel by Generation

- Printed Physical Document
- PDF/Word Doc by Email
- PC Dashboard by Web/Excel
- Notifications by Mobile App/Dashboard

Gen Z



Millennials

Boomers



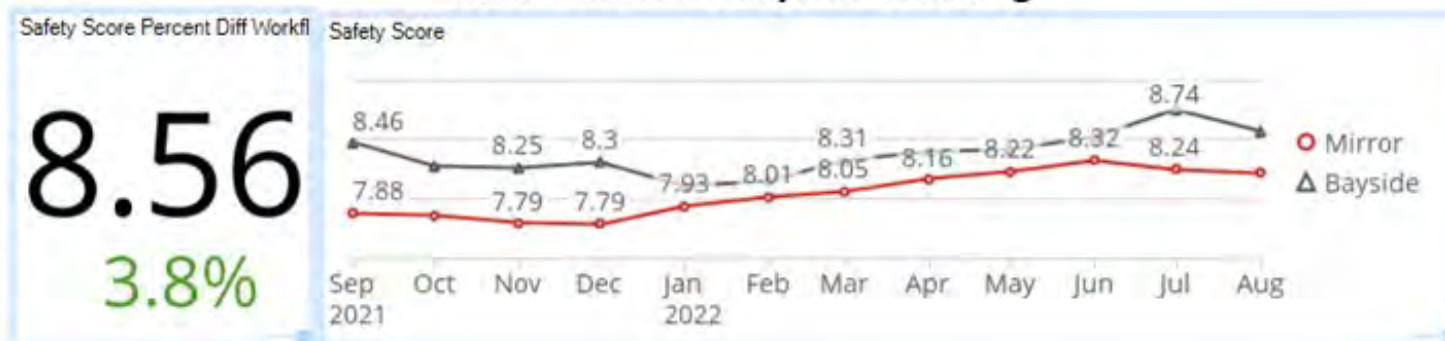
Gen X



Word Plug-In Live Demo



SQDC Mirror vs Bayside Tracking



Wrap Up

- Best Practice 1: Start with Something that Provokes a Response
- Best Practice 2: Let Automation do the Heavy Lifting
- Best Practice 3: Choose the Right Distribution Channel

Questions?



erm • internal audit • project risk mgmt • bcr • health & safety • rmis • claims admin • esq • firm • compliance • policy mgmt

DISCOVER

RISK UNDER
ONE **ROOF**



Connect with me.

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