

# Raising the Bar on Safety with Snappy

## How Volkert, Inc. Boosted Safety Standards & Employee Engagement Through Meaningful Gifting



### Executive Summary

Volkert, Inc., a leading engineering and environmental consulting firm with over a century of safety-first operations, sought a way to energize and enhance its already robust safety program. While existing processes ensured compliance, there was a gap in recognizing and rewarding employees who consistently went above and beyond. To solve this, Volkert launched a safety incentive initiative powered by Snappy that was designed to boost morale, drive proactive behavior, and spotlight safety achievements company-wide.

Over two years, as the company has grown, Volkert has seen a 21% reduction in total auto incidents and a 40% drop in incident rate per mile. At the same time, employee engagement rose significantly, OSHA certifications surged, safety minutes increased, and feedback from team members highlighted a stronger sense of appreciation and connection.

#### Company Overview

Volkert is a full-service engineering and environmental consulting firm, recognized for putting safety at the center of its operations for over 100 years. With a strong emphasis on workplace safety and employee well-being, Volkert continuously seeks innovative approaches to strengthen its culture of care.

 Employees:

**1,400+**  
across  
60 locations

 Headquarters:

**Mobile,  
Alabama**

 Industry:

**Engineering &  
Environmental  
Consulting**

# The Challenges

While Volkert had strong safety protocols in place, including pre-hire screening, telematics scorecards, and training, they lacked a consistent system to recognize proactive behavior. They needed a tool to create excitement around safety programs that also incentivized employees who went above and beyond baseline compliance.

Volkert needed a solution that:

- **Motivated preventative, and proactive safety actions**
- **Provided ongoing opportunities for recognition from management**
- **Strengthened morale and connection across a dispersed workforce**
- **Minimized the hands-on effort that drained internal resources and was not measurable or scalable**

# The Solution

To address this, Volkert launched a new gamified safety incentive program using Snappy's platform. The program was built with gamification elements, raffle-based incentives, and a flexible reward structure to drive participation. Senior leadership, HR, Communications, and frontline supervisors collaborated to emphasize that this was a company-wide initiative and make sure everyone was galvanized around the rollout.

## Snappy provided:

-  Streamlined reward process
-  End-to-end logistics (no storage or shipping hassles)
-  Budget tracking and impact measurement
-  A curated selection of customizable and meaningful gifts

# The Results



Over two years, the impact of the program became clear, not just in elevated employee engagement but in measurable safety outcomes.

## Telematics Safety Scores

**+2.98**

average improvement in driver safety scores, even after updates made scoring stricter

**21%**

reduction in total auto incidents

**40%**

reduction in incident rate per mile, accounting for company growth

## Safety Certifications and Field Engagement

**+64**

OSHA 10  
certificates

**+51**

OSHA 30 certificates  
– a 53% increase  
since launch

**+33**

new safety minutes  
reported from the field –  
a 6.6% increase in team-led  
safety discussions

## Lagging Safety Indicators

**0**

DART (Days Away  
Restricted Transfer Rate)

**0**

LTIR (Lost Time  
Incident Rate)

**Decreased**  
despite increased  
employee hours

TRIR (Total Recordable  
Incident Rate)

## Why Snappy

- Snappy's platform helped Volkert create a scalable and impactful incentive program that:
- Recognized employee dedication in real time
- Offered thoughtful gifts that employees truly appreciated
- Supported a culture of safety with measurable ROI



"Creating a culture of safety takes more than just policies. It takes people feeling seen, valued, and motivated to do the right thing every day. Snappy helped us bring that to life in a scalable, meaningful way. The impact has gone beyond just safer behaviors; it's strengthened our teams, boosted morale, and reinforced that at Volkert, safety and people always come first."

– Austin Conrad, VP Safety & Fleet, Volkert, Inc.

## Conclusion & Future Plans

Volkert's results speak for themselves: reduced incidents, increased certifications, and stronger team engagement. As the program evolves, the company is doubling down on real-time recognition and empowering managers to lead the charge.

They've also discovered results beyond elevated safety recognition:

- Boosted morale
- Stronger team connections
- Increased employee retention

**Looking to drive safer behaviors and stronger engagement?**

Let's build your recognition program together.

