

## **Business Intelligence Case Study**

### **Client: Rhône-Poulenc**

#### **Challenge:**

Reduce accident rates among 6,000 employees in 50 chemical manufacturing plants

#### **Background:**

In 1993 Rhône-Poulenc, the world's sixth largest chemical manufacturer, was frustrated by the limitations of conventional safety performance measures. They weren't useful for its smaller plants-and they just didn't provide the leverage Rhône-Poulenc needed to improve its safety record.



#### **Solution:**

Over the last six years we have worked with Rhône-Poulenc to create a radically different system for measuring and improving safety performance. Using the insights of Systems Theory, we developed yearly employee surveys which not only enabled the company to predict behavior, but armed them with knowledge they could use to intervene in the system and make dramatic improvements.

#### **Results:**

Since working with AdGap, Rhône-Poulenc has gone from having a middle-of-the-pack safety record to one of the best in their industry. Workers' comp costs in their largest plant are now less than 20% of what they were in 1995. ■