

DRIVER SAFETY AWARDS PROGRAM



Custom Jewelry



Achiever's Apparel



Custom Award

ISSUE:

A leading national transportation services company wanted to recognize the hard work and dedication of drivers who had been with them for 20+ years and had remained accident free.

IMPORTANCE:

For the inaugural year of the program, the focus was on their highest level of achievement. The recipients were elite drivers and they wanted the recognition to reflect their outstanding achievements. Centricity worked with their team to create custom apparel, jewelry and awards for the recipients.

IMPACT:

The recipients of these premier awards for safe driving were honored at a special event and received the recognition they so deserved. Additional levels of safety rewards were subsequently added to the program. According to FuelLoyal, recognizing and rewarding truckers for maintaining safe work provides motivation and appreciation for drivers and enhances safety results, lowering costs for the company.

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