

THE COMPANY BEHIND THE CASE STUDY

Intertek Catalyst is a full-service employee communications agency specializing in safety, loss prevention, and overall asset protection. We create award-winning, world-class content that affects real change in the workplace.

OUR REPERTOIRE

We create and deliver virtually anything that could be used to communicate with your employees from comprehensive, branded communications programs to custom training modules. Our products and services include print materials, digital training and awareness modules, animations, videos, augmented reality and virtual reality. We offer several off-the-shelf Learning Management System (LMS) platforms as well as custom programming for platforms, websites and app development, all geared towards safety and loss protection strategies.

Contact Catalyst

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LIST OF SERVICES

Training: From onboarding to daily tasks, training is what gets your employees prepared for the job.

Awareness: Keep major risks top of mind with regular safety and loss prevention awareness tools.

LMS Platforms: No matter the situation, Catalyst has a selection of off-the-shelf and custom LMS tools to offer whatever delivery and reporting tools you need.

Content Creation: Once you have a topic in mind, let our award-winning creative team build the content for every medium and department.

App Development: All the tools and functionality of your broader communications program, in a phone or tablet-sized package.

Custom Software: Often, off-the-shelf programs aren't enough to get the job done. Catalyst offers robust DevOps support to build any software your program needs.

Virtual Reality: The danger of a high-risk scenario in your store cannot be understated. Give your employees hands-on training with an immersive experience. Minus the physical risk.

Augmented Reality: Instead of taking you to a virtual world, augmented reality (AR) enhances the one you're in. Real awareness, familiar setting.

Listeria Stops Here: Out of sight but not out of mind, Listeria poses a threat to any facility producing, shipping or selling food. Help protect your employees, customers and bottom line with the Listeria Stops Here kit, a suite of tools designed to help combat and contain the risk of Listeria.

Taking on the Whole Foods Market challenge

THE ASK

Whole Foods Market needed to innovate their loss prevention and safety messaging to transform their workplace culture into one focused on safety and growth.

THE CHALLENGE

Preventing shrink and keeping employees safe means making sure everyone is 100% knowledgeable all of the time. That goal is only successful through constant communication, engaged teams, and leadership that is dedicated to building and maintaining a safety culture.

That's how On Point came to be. Launching a new communications program like On Point means successfully reaching employees and giving them a reason to want to get involved. It also means properly capturing information and analyzing data to measure success and improve where necessary.

Monthly Posters

Large format, colorful, highly creative printed monthly posters deliver your message effectively as they relate to other monthly materials in a way that will resonate with your workforce.



Committee Playbook

This Playbook acts as a complete program planner that guides the On Point program facilitators through a program year.



Monthly Huddle Talks Tabs

Team Leaders can use these talks to provide in-person coaching on everyday safety and loss prevention issues Team Members may have questions about.



Monthly Need To Knows

Need To Knows (N2Ks) reinforce monthly content while also quizzing your workforce. Provided online these N2Ks can also be used to reward and improve participation by collecting results, performing random draws, and awarding winners with prizes.

The Solution

With On Point, Catalyst set out to achieve 3 goals through the launch of the new program.

1 Educate Team Members and leaders on the program and the ways they can help keep everyone safe.

2 Motivate Team Members to look at safety and shrink differently by building a proactive and preventative approach.

3 Inspire Team Members to get engaged and champion safety and loss prevention issues in their stores.

With Whole Foods Market, Catalyst has had the opportunity to leverage new technologies to help educate, influence and inspire employees when it comes to safety. Augmented reality is helping the On Point program engage employees in new and exciting ways.