

Andersen Driver Safety Program

CASE STUDY



A clear vision for
rewards, recognition,
and engagement.



Company Profile

Andersen Corporation, a privately held company, is one of the largest window manufacturers in the United States. They make a wide range of windows and doors for residential and commercial use. They operate manufacturing sites in more than 30 locations across North America and Europe with 13,000 employees. Anderson Corporation has been recognized by Forbes with three awards: World's Best Employer (2024), America's Best Employers for Engineers (2025) and America's Best-in-State Employer (2024 - Minnesota). In addition, they earned the U.S. Environmental Protection Agency's 2024 ENERGY STAR® Partner of the Year – Sustained Excellence Award.



Objectives

Safety, quality, sustainability, and continuous improvement are cornerstones of Andersen Corporation's operations. Andersen believes that safety has a huge impact on the products delivered to their customers. Their common goal is to eliminate distractions. Key program objectives include:

- Elevating driver safety awareness
- Engaging drivers and managers to achieve company goals in the areas of preventable accidents
- Creating new communication touchpoints for drivers
- Leveraging safety measurements to enhance performance metrics

Engagement

97.5%
Training
Completion

Performance

2.16%
MPG
Improvement

Performance

47%
Reduction in Preventable
Vehicular Accidents &
Associated Costs

Impact

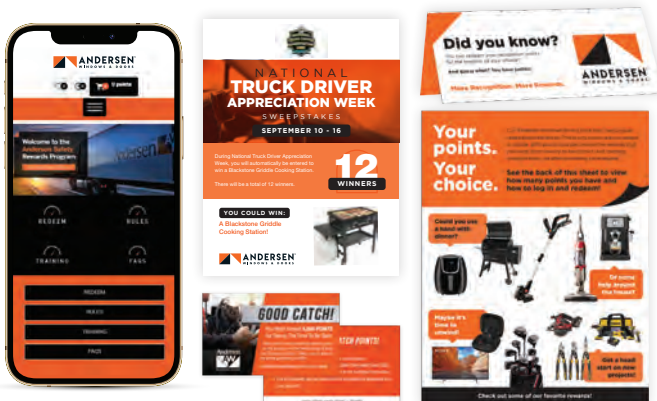
\$2,000
Average Investment per
Driver Annually

Captains Club

The Captains Club rewards drivers who complete a set of quarterly criteria with safety points for attending and completing quarterly driver safety training, while remaining an active full-time CMV CDL driver in the Andersen Enterprise. Drivers can earn points for: no preventable accidents quarterly, no roadside inspection violations, and maintaining an in-cab software score (measuring driver and vehicle performance) above 850.

Elite Drivers Club

The Elite Drivers Club recognizes drivers who have met all safety criteria and have had no HOS violations for the past three years. Rewarding and recognizing consistency and longevity helps retain drivers over the long haul.





Onboarding Kits

Incentive Services sends out a carefully curated, Andersen-approved driver welcome kit designed to engage new drivers. Each kit includes branded swag and reinforces Andersen's commitment to safety, quality, and team recognition—emphasizing that **safety is our #1 priority**.

Campaigns

Over the years, Incentive Services has enhanced the program with a range of short-term campaigns focusing on driver appreciation and retention. A recent Super Bowl-themed campaign, which rewarded drivers for hitting specific monthly metrics, offered a significant payout upon achievement. It was a huge success, with a 96% achievement rate.



Leader to Driver Discretionary Safety Recognition

Leaders are allocated spot cards and an online budget of points to issue to drivers for conducting pre-trip safety inspections and for above and beyond behaviors.

Background

Incentive Services has been working with Andersen since 2012 running the Andersen Safety Program that rewards, recognizes, and engages more than 250 drivers with points for their safety performance. Drivers in Andersen's Safety Program have a very high earning opportunity each year and can accumulate enough points to redeem for highly valuable rewards like drones, kayaks, patio sets, vacations, concierge packages and other relevant items. There are several components to the program.

Services & Technology

- ✓ Touchpoint TechnologySM with full mobile and desktop UX
- ✓ Consulting
- ✓ Communications & Graphic Design
- ✓ Training
- ✓ Tangible Rewards
- ✓ Client Services
- ✓ Customer Service
- ✓ Warehouse & Mailing Fulfillment

