



How a *Forbes Magazine* ‘Best Places to Work’ legend is building a resilient two-way safety culture.

“It broke my safety brain,” jokes Jamie Dabbs about his first reaction to the concept of unstructured data. But the Safety Director for TDIndustries also knew that unstructured data and its partner, artificial intelligence, was the next frontier for safety and that’s where he wanted TD to be.

In 2018, the nationally ranked specialty contractor had cultivated an award-winning safety culture with an incident rate well below the industry average. And yet, the data was showing the same things year after year. As a leader in a company known for innovation and continuous improvement, Dabbs wanted a new approach to get a better understanding of what was happening in the field.

ENTER SMARTTAGIT & ‘TOTAL ENGAGEMENT’

Dabbs felt that growing field engagement would yield the insights he was seeking, especially as this is closely aligned with the company’s core values. “TD is a servant leadership company, so it is in our DNA for our frontline leaders and Partners to be constantly striving to be active listeners, elicit trust, and to share knowledge.” These actions are all aligned to the type of interactions that SmartTagIt is designed to encourage. Dabbs was also intrigued by SmartTagIt’s intuitive workflows that simplify (and at times even eliminate) processes.

The results were astonishing. Within the first year, engagement skyrocketed and by the end of 2020, TD’s nearly 1,000 SmartTagIt users are on track to capture more than 155,000 safety processes in the app, up from 12,000 the year before. And in 2021, they are shooting for 250,000. “Before, I might have been lucky if someone captured two or three observations a month. Now I’m seeing that same person capture seven or eight safety processes in a week.”

Dabbs credits the platform’s flexibility and absolute ease-of-use for these results. When they first introduced the application, they started small. “Our crew was already performing safety observations within a mobile web-based platform, so that’s where we started.” Once they got that down, additional

Customer Spotlight

TDIndustries, Inc.

TDIndustries.com



Mechanical construction and facilities services provider

Headquartered in Dallas, with 12 offices in Texas, Arizona, and Colorado

2019 ACB Safety Excellence Pinnacle Award

Safety System Challenge

Stale data metrics that didn’t show what was happening on site.

Response

Ramp up engagement in safety system software to get more robust data from the field.

Business Impact



Customer since 2018

1,000%

Growth in engagement, with 155,000 observations per year, up from 12,000.

1.1

2019 OSHA recordable incident rating, down from 1.4 in 2018 and 2.0 in 2017

\$875,000

Estimated annual wage savings from more efficient daily pre-task planning

features have been added with little fanfare, which Dabbs is thankful for, “I can just send out a memo about a new feature and it’s easily adopted.” Today, TD uses the platform to manage 10 different safety processes, many tailored to the role of each user.

WHAT HAPPENS WHEN YOU GET 1,000% MORE INFORMATION?

Breakthrough change. The sheer amount of data gave Dabbs and his team unprecedented access to the actions and behaviors of TD Partners and safety leaders in the field. Now he can see which of TD’s safety systems are healthy and where they still have some work to do. “For example, before it used to be about how many safety issues there were—floor holes, unsecured cylinders, etc.—at a jobsite in Dallas in March. What’s more impactful is seeing which of my 24 foremen in a particular business unit is the best at pre-task planning. Who’s doing a higher number of work permits? Who is observing more often than their peers?”

Being able to get ahead of issues before they grow into something

serious, recognizing and rewarding people for doing things right, and leveraging the flexibility of the platform to make adjustments to the processes are some of the ways TD has used SmartTagIt to advance its 2025 Vision for Zero Harm. In its first year after adopting SmartTagIt, TD’s incident rates dropped dramatically. For its second year? They’re dropping even further.

ELIMINATING THE CHECK BOX AT THE END.

“It reduces the noise,” says Dabbs of SmartTagIt. When his field teams first started using the app for pre-task safety plans, people thought the quality would get worse. “What we saw was the exact opposite. They got better, much better! Now planning and observations have less limitations and can go wider and deeper.” And this is where the concept of unstructured data comes in. With SmartTagIt’s talk-to-text and video features, TD’s frontline leaders are not only freed from the restrictions of a sheet of paper, they can also spend their time and energy on what is most

important, and this is where Dabbs feels SmartTagIt really differs from traditional safety software. “Too much workflow stops someone from going out and being effective. I don’t need a check box at the end. I’d rather trust that you’re finding and fixing hazards and then finding and fixing more.” This has had an impact on the bottom line as well. Dabbs estimates that SmartTagIt has helped reduce the time spent on workflows by half, saving TD up to \$875,000 a year in wages.

As he looks to the future for his team, Dabbs is planning to get them more engaged with the data and using the social connection features and hashtags even more. His favorite is #PTSPChamp and he’s building out a library of exemplary pre-task safety plans for his team to learn from. **“So many companies talk about ‘safety why’ but few of them talk about ‘safety how.’ We’re trying to give them safety how. We’ve just scratched the surface of where we’re going.”**