

I have this data, now what do I do with it?

Data storytelling



Jillian Gregg

Senior Account Executive
SafetyCulture



Clint Brocato

Corporate Safety
Manager
MHC

MHC's journey with SafetyCulture



Who is MHC?

- MHC = Largest Kenworth Dealer in the U.S.
- Celebrating 50 Years of Business
- 135 Locations Across 19 States
- Approximately 5,000 Employees
- 1,100+ Fleet Vehicles
- 1,975 Service Bays
- Full Service: Heavy/Medium Duty Service, Parts, Body
- Leasing, Carrier-Transcold, Manufacturing, PDI Divisions

The partnership

- Partnership established in 2014
- Over 700 Users
- Top Used Templates: Safety Committee Monthly Inspections, Performance Observations, GEMBA walks & Branch Safety Audits
- Heavily invested in improving their incident reporting and analytics capabilities, including automating reports, and is exploring additional reporting and training capabilities with SafetyCulture

Safety at MHC

- 2021 National Safety Council's Green Cross for Safety Excellence Award Winner
- Current EMR = 0.36
- Experienced Company Lowest OSHA TRIR in 2023 = 2.02

Creating a Safety Culture

MHC mission statement

To provide our employees with a responsive, safe and superior working environment; a spirit of team effort, and rewarding them with the courtesy and respect they deserve.

How does SafetyCulture drive this?

Responsive = Actions

Safe and Superior working environment =
Recording breaking low injury rates

Team Effort Spirit = Performance Observations improving
teams together



Murphy-Hoffman Company (MHC Kenworth)

+ Follow ...

22,971 followers
2mo · 🌐

Today we recognize [#NationalSAFERWorkplaceDay](#) and our commitment to a safe, responsive and superior work environment. Our dedicated team sets the standard by upholding the highest safety standards, ensuring every person returns home the way they arrive. We thank them for making safety a top priority!

If you're looking to join a team that puts its people first, apply today: <https://bit.ly/4nfH4fA>




Can anyone highlight current processes that are **working** within your **onboarding processes**?

How an onboarding template has **reduced injuries** in the last year

Example of what our onboarding tool looks like completed. Provides a comprehensive overview (new employee, assigned supervisor, date, location, completed date, score, flagged items, action items).

Overview Complete



EVERYONE. EVERY TIME.

Week 1 Safety Onboarding

Branch 91 - Tulsa / Caleb pounds / Bradley Richardson

Inspection score	Flagged items	Created actions
96 / 100 (96%)	2	2

Branch
MHC, Leasing, Kranz, [Branch 91 - Tulsa](#) Action

Date
 18 Sep 2025 Action

Onboarding Conductor's First & Last Name
Bradley Richardson Action

[Overview](#)

Flagged items

Actions

Service Department

General

Injury, Incident, and
Collision Reporting

Emergency Preparedness

Housekeeping

Personal Protective
Equipment (PPE)

Preparing for a Job

Hot Works

CNG/LNG

Bay Doors

Hazard Communication

Equipment/Tooling

Lifting Techniques

Ladders/Work Platforms

Lifting/Loading Bearing
Equipment

Certifications

Forklift Training

Safety Committee

Fundamentals of Safety

Vehicles

Body Shop

Vehicles

Parts

Vehicles

Truck Sales

Vehicles

Administrative

Closing

Provides a script for the supervisor related to **critical items** to the success of the employee.

MHC flags specific items that are operational critical as well as incorporates action items to act as a to-do list for the supervisor.

The screenshot displays a mobile application interface with a light blue background. At the top, there is a section titled "Flagged items" with a red notification badge containing the number "2". Below this, there are two white cards. The first card is titled "Service Department / Certifications" and contains the question "Has the Brake Inspector Certification been completed?". Below the question is a red "No" button. Underneath, there is an "Actions" section with a yellow "To do" button followed by the text "Complete training" and a right-pointing chevron. A blue "Action" button with a plus icon is located at the bottom right of the card. The second card is also titled "Service Department / Certifications" and contains the question "Has the DOT Annual Inspector's Certification (shown above) been completed and stored in the employee's personnel file?". Below the question is a red "No" button. Underneath, there is an "Actions" section with a yellow "To do" button followed by the text "Complete certification" and a right-pointing chevron. A blue "Action" button with a plus icon is located at the bottom right of the card. Below the "Flagged items" section, there is another section titled "Actions" with a blue notification badge containing the number "2". Below this, there is a white card titled "Bradley Richardson created a Low priority action for Bradley Richardson" with a right-pointing chevron. Below the card title is a yellow "To do" button followed by a calendar icon and the text "25 Sep 2025 9:39 AM CDT". Below this, the text "Complete training" is displayed.

How **Actions** 'closed the loop'

With Action items, this location has a direct line of communication and can get their needs over to the Safety Department.

This was in win in our eyes because they used the tool/platform how it was designed and for items that they did not have specific visibility to.

+ Create action

WORK ORDER AC-1234

Cintas needs to service the cabinet in the Service Department

Complete

Low • Due date 25 Oct 12:27pm

ACTION AC-17109

Cintas needs to service the cabinet in the Service Department.

Complete

Add description...

Priority Low

25 Oct 2024 12:27 PM

Clint Brocato

Branch 117 - Cactus

Add asset

Add labels

What would **closing the loop** look like
in your org?

Do you have a **safety committee**?
How is **tech** involved?

96.25%

Average score

Find

+ Add filter

Status: Completed

Template: August 2025 Safety Committee ...

Heat Stress

100%

> Emergency Preparedness

100%

> Electrical

100%

Is the branch meeting all electrical panel standards?

101 responses

Yes

96 95.05%

100%

No

5 4.95%

100%

> Service

97.38%

> Medium Duty Service

97.29%

Is the branch meeting all electrical pane...

Date conducted ▾

5 results

No



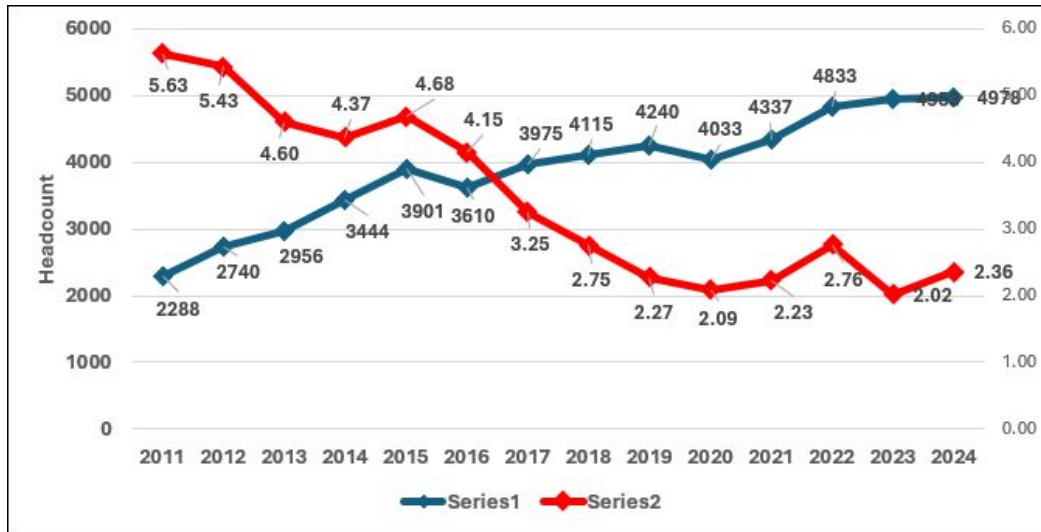
INSPECTION

Last edited by Branch 61

Updated 8 Aug 2025 • Compl



Data-driven strategies to drive continuous improvement and measurable results



An instrumental piece of that provided structure was the SafetyCulture platform. From creating expectations, to scheduling, and follow up, MHC has been able to establish personal best related to our OSHA Incident Rate since this revamp (2020 and 2023).

How to create awareness

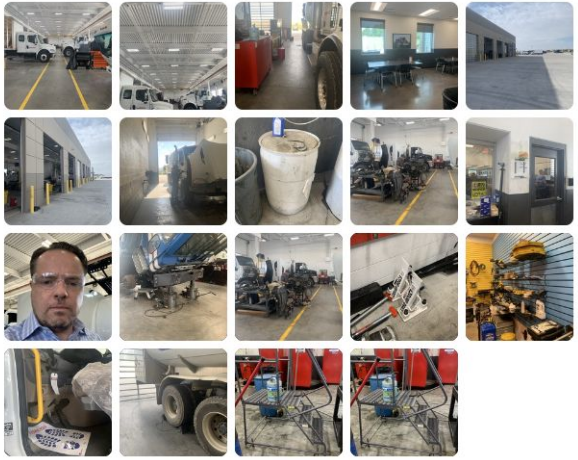
Quick communication completed
after recent incident.



How to create awareness

Example of a Regional Vice President performing a performance observation.

Media summary 19 Media files



Are chock blocks used for all vehicles being serviced (inside/outside) and in good condition?

Yes

Photos



Action

Is the department free from all homemade or non-approved work platforms?

Yes

Photos



Action

What's one thing you'll test in the next **30 days**?

What's one **manual process** you'd take digital first?

Thank You



Dream team



Captain Kelly

Join the SC Community

Share ideas and keep the conversation going!



Help us make **BETTER** better!

*Thank you for taking the time
to complete the survey!*



SafetyCulture