

RLG-Macy's

LOSS PREVENTION & SAFETY PROGRAM

BACKGROUND

As a division of Federated Department Stores, RLG-Macy's is a vital part of one of the nation's largest and most successful retailers. The company needed to educate their large and diverse workforce about reducing costly accidents and reducing shortage.

SOLUTION

mPower Communications developed the *iCare* campaign, which combined RLG-Macy's safety and loss prevention programs into a comprehensive awareness program designed to motivate associates to reduce accidents and losses. Associate call-in quizzes measure the program's success in educating associates. Special event materials make Shortage Week and Safety Week fun and challenging to get associates involved.

OUTCOME

Associate participation has doubled since the *iCare* program began. Thanks to RLG-Macy's focus on these issues, the division is now seeing great results, with continued reductions in losses and accidents.

