

POWERING SAFETY INNOVATION THROUGH COLLECTIVE INTELLIGENCE

Serving over 7 million customers, one of the largest electric power holding companies in the United States prioritizes work zone safety for employees operating heavy machinery in the field. And it's those same employees that help the company power safety innovation.



A worker wearing a yellow hard hat, safety glasses, and a high-visibility yellow safety vest over a green shirt is using a power drill on a vertical metal structure. The background is a blurred industrial setting with warm, yellowish lighting.

"Pulling the same handful of people in a room to whiteboard and pursue ideas wasn't sustainable. Inevitably, our idea pipeline dried up. Spigit allowed us to expand our innovative thinking by sourcing great ideas from our entire employee base."

— Director of Regulatory Compliance and Performance Support



"The employee engagement floored us."

The company saw record engagement from its employees with the Gas Operations safety challenge, quadrupling its typical participation rate from 10-20% to 80-90% using Spigit's ideation management software.

"You can't put a price tag on work zone safety."

PROGRAM OVERVIEW

This large energy company has a company-wide ideation program designed to identify high-risk activities that could potentially cause serious injury or fatality. There are eight "Keys to Life, including driving safely, wearing personal protective equipment, work zone safety, and tag-out procedures".

Using Spigit, the energy company was able to source ideas from hundreds of employees around ways to improve safety in the workplace, including the formation of a dedicated, in-house team to address work zone safety and the installation of rumble strips so workers were alerted to a car's approach. The team was delighted because the vast majority of those ideas fit directly within the company's program.

Tapping the Crowd

As a traditional utility company in the 21st century, this energy company understood that its standard method of sourcing new ideas and innovating in the workplace were limited. Any time the company sought new ideas, it would turn to a whiteboard with the same, small team, making “innovation” a slow, uncreative, and siloed process. Its leaders needed a way to kickstart its ideation process and increase participation across the company, while ensuring executive buy-in for new ideas.

That’s where Spigit’s ideation management software came in.

WHY THIS ENERGY COMPANY NEEDED A NEW APPROACH TO INNOVATION

Challenges & Roadblocks

STUCK ON A WHITEBOARD



The Gas Operations division of the energy company tapped the same idea generators for years, essentially bringing 5-10 people to pitch ideas on the whiteboard, pick an idea based on the flavor of the day, and then fund it. Without much transparency or collaboration across the company, these idea generators were missing some big ideas.

CONVENTIONAL MINDSET



The energy company was stuck in a traditional utility mindset that didn’t always encourage innovation. Teams were simply expected to perform their required tasks and follow standards and procedures. When new ideas did surface, it was difficult to tie them back to a strategy coming from executive leadership.

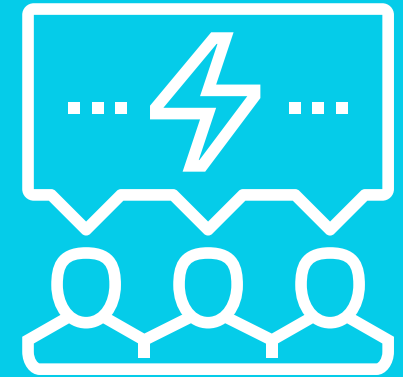
LOW PARTICIPATION



In the times when the energy company did try sourcing ideas from their workforce, it typically saw very low participation. Because of the nature of the audience—workers operating machinery, hooking up gas lines out in the field, or sitting in a power plant—it often proved difficult to round up much involvement in the company’s programs.

FINDING THE BEST IDEAS FOR OPERATIONAL SAFETY

Making the Case for Spigit



AUTOMATION AT SCALE



Spigit enabled the energy company to expand its safety innovation team by several orders of magnitude, from just 5-10 people with a whiteboard to 400 field workers engaging with a single automated system.

EXECUTIVE BUY-IN



Among the nearly 100 ideas submitted by workers across the company, approximately 75% fit squarely within the energy company's program, immediately giving the ideas merit and buy-in from the senior leadership team.

RECORD ENGAGEMENT



The energy company saw record engagement from its employees with the Gas Operations safety challenge, quadrupling its typical participation rate from 10-20% to 80-90% using Spigit's ideation management software.



RECORD RESULTS, PRICELESS RETURNS

Innovating to Save Lives

The energy company leveraged Spigit's ideation management software to address the very real risk of injury and fatality in the workplace. Ultimately, the team believes the ideas surfaced in its safety innovation program will end up saving lives.

The company considered its program a success thanks to contributions from over 400 employees, or nearly 90% of the company's Gas Operations division. The team fielded over 1,000 votes and hundreds of comments on nearly 100 ideas around work zone safety, new training facilities, crew truck safety, the benefits of standing desks for office workers, and new initiatives to prevent texting and driving. Two popular ideas gave way to the formation of a dedicated, in-house team to address work zone safety and the installation of rumble strips so workers were alerted to a car's approach.

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"After the initial success of our Safety Ideation Program, we're excited to expand Spigit across the company to source ideas for our next major initiatives - improving the customer experience and growing our business."

- SVP of Gas Operations and Midwest Distribution Operations

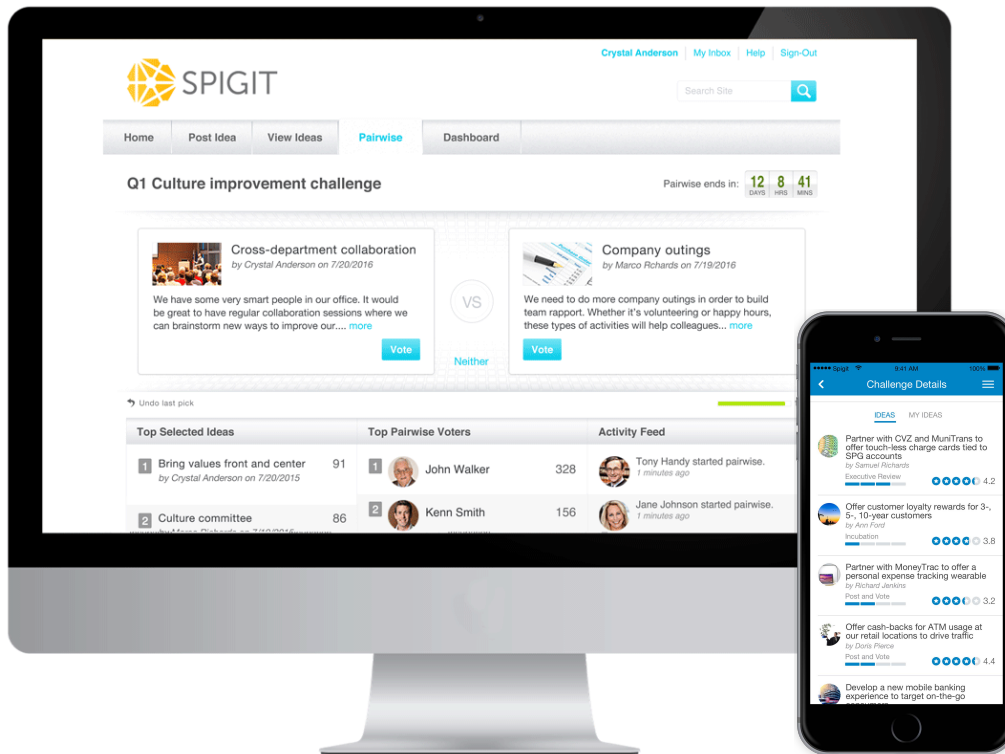
CASE STUDY



Your next eureka moment is waiting.

Discover actionable ideas from everyone in your organization with Spigit ideation management software.

Schedule a Demo



About Spigit

Spigit enables you to harness the collective intelligence of your employees, customers and partners to solve today's problems, maximize tomorrow's opportunities and accelerate innovation.

We bring an ideation management platform that scales across your enterprise to surface the best ideas. The Spigit platform is backed by proprietary crowd science algorithms and a proven methodology that together deliver bottom line business results.

Schedule a free demo: <https://www.spigit.com/demo>