



≡ Case Study

# ONE OF BRAZIL'S **LARGEST** REAL ESTATE COMPANY PUTS SAFETY CULTURE INTO ACTION BY ENABLING **ON-FIELD DEPLOYMENT** OF SAFETY MEASURES.

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# Maximl and DuPont Sustainable Solutions partnered with the home construction leader in Brazil to digitize safety operations and increase awareness and compliance with safety procedures both on and off the field.



Client

Brazilian real-estate giant

300+ Users

Presence in 12+ LATAM Regions

## Key Results



Digital implementation across numerous sites allowed for **standardization**, which aided in benchmarking data across sites



Interactive mobile application led to an increase in the reporting of **Safety Observations** and the **Safe Practice Index** per employee



**Actionable dashboards** to help the client in strategizing and improving employee safety through long-term efforts for the company's **300+ users**

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## Challenge

As any other responsible leading organization, the company had many safety protocols drafted and distributed among its employees. However, the management quickly realized that these procedures were not being implemented by those on the field. This was impeding the company's objective of establishing a safety-first culture to protect its operations, employees, and customers.

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## Problem

The most critical issue in the real estate and construction industries is championing and enforcing carefully safety measures among last-mile employees. Ultimately, these employees are the ones on the jobsite, working with heavy machinery and large objects. Until these protocols are fully understood and followed by every employee on the field, safety measures cannot successfully be enforced and the company will always be at the risk of workplace accidents and hazards.



Piles of paper-based processes were hard for employees to consume hence leading to a lack of awareness of protocols



The top-down communication structure led to misinterpretations and ultimately confusion by the time it reached the last-mile



On field employees weren't able to fully understand how these protocols benefited them or why they were important



There was a lack of proactivity in reporting safety observations or taking actions to reduce risks on the job sites

# Solutions

Along with our partner, DSS, we designed and deployed digital solutions on Maximl's Connected Worker platform to enhance safety measures in the last-mile and drive adoption among all stakeholders.



## Understanding unique behaviours

Enabling a behavioral shift necessitated a thorough understanding of the user's behavior. We spent time with the management team to understand the use-cases, operational processes, business systems, and stakeholders involved in order to design **custom solutions** that were tailored to the organization's unique requirements.



## Rich mobile experiences

We replaced time-consuming paper processes with **interactive guides** that users could access via their mobile devices. Managers could digitize safety processes and training materials on the go with our **no code platform**. Hence, allowing employees to consume information easily and resulting in increased awareness



## Digitized use-cases

We digitized Safety Observations and Safe Practice Index to increase awareness and encourage safe behavior. **Digitized Safety Observations** allowed employees to quickly report observations in a few simple steps. Safety Practice Index showed the degree of employees' adherence to HSE standards when performing tasks within a specific work area. With Maximl, employees could submit multiple deviations that have been observed using the repeatable section feature. Both employees and management became aware of the recurring safety observations, allowing them to work **proactively to reduce unsafe behaviors**.

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## About Maximl

Maximl's Connected Worker platform is built to drive adoption among deskless workers and enable Standard Work Implementation on the field. Our low code platform hosts a powerful suite of mobile-first solutions that are customization-friendly and scalable.



Digitize hundreds of rigid paper-based SOPs and convert them into interactive work instructions that can be deployed within weeks.



Trigger corrective actions based on deviations recorded in key metrics.



Conduct digital inspections across the value chain- from industrial assets, workshops, warehouses, to contract partner locations.



Leverage rich analytics to continuously enhance workforce performance with digital implementation of Kaizen, Six Sigma and Lean initiatives.

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## Request a demo today!

To book a demo, please visit [maximl.com](https://maximl.com) or, email us at [hello@maximl.com](mailto:hello@maximl.com)



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