

iManSys user report – working together for success

# Pfeifer & Langen GmbH & Co. KG



**iManSys<sup>®</sup>**

*Make everyone count.*

Communicating training content in a fun way

# The Pfeifer & Langen GmbH & Co. KG success story

## Company

With over 2,300 employees and a turnover of over one billion Euro, Pfeifer & Langen GmbH & Co. KG is a leading European sugar manufacturer. Its best-known brands include Kölner Zucker and Diamant Zucker.

## Challenge

In order to improve occupational safety, an understanding of the complex issues of safety and health needed to be established. With the help of incentive systems, the employees needed to be motivated to deal independently with training content and company data.

## Solution

iManSys compliance management software made it possible to combine training content with competitions and quizzes. Here, essential questions were asked on the topics of health protection, occupational safety and transport safety. Employees researched the answers independently in the company information databases and, in doing so, took part in the prize draw.

## Results

The competitions were met with a consistently positive response. All participants were made aware of occupational health and safety issues through the training incentive system. Through the competition, employees were able to experience the motto 'Safety is always a winner'. This was also reflected in the falling accident figures in the company. The use of gamification concepts at Pfeifer & Langen GmbH & Co. KG was awarded the 'Work, Safety, Health 2012' award from BG RCI (Trade Association for Raw Materials and Chemical Industry).

## Successful learning through employee motivation

When it comes to conveying instructional content, many executives and managers encounter the same problem: The complex and often dry topics related to occupational health and safety are just a side note in the everyday life of many employees.

While the correct use of ladders and steps seems self-evident and banal, the legal provisions on driving a forklift remain abstract and cumbersome for some employees.

In addition, content is often discussed in elaborately organised face-to-face events. Knowledge of rights and regulations as well as internal company risks and measures is essential for properly functioning occupational health and safety protection.



**Combination of instruction and games:**  
A domeba recipe for success

It has been proven that the higher the motivation, the higher the learning performance and learning success. Namely, the more motivated a person has, the greater their willingness to deal with a topic intensively and long-term.

Initially, this sounds promising. But how do you motivate employees to deal independently with legal provisions, rules of conduct and company codes? Günter Burow, Chief Safety Engineer at Pfeifer & Langen KG in Elsdorf, says:

**>> Well-designed instructional slides are no longer sufficient for the sustainable communication of occupational safety issues. In order to attract the attention of employees and ensure successful learning, incentive systems must be created. <<**



Pfeifer & Langen

### Contact person



**Günter Burow**  
Chief Safety Engineer

## Sweepstakes are the key

Gamification has become an essential catchphrase for knowledge management in companies. The idea behind the concept is to use game-type mechanisms in non-game-type environments in order to influence people's behaviour. There is enormous potential for occupational safety in terms of employee participation and motivation. Burow explains:

**»» The aim is to engage all employees and to sensitise them to the training content. Here, the use of game-typical mechanisms can make the required training and instruction content more entertaining and accessible. However, you have to make precise considerations in advance. ««**

Individual (learning) success is often assessed through direct comparison with other people. This is essentially a social test of strength. This principle is reinforced by the connection with reward systems, otherwise known as incentives. These can be memberships in exclusive groups or prizes that are drawn in competitions.

For the managers at Pfeifer & Langen GmbH & Co. KG, it was clear that the use of rewards and incentives represented a promising strategy to increase employee motivation. This led to the development of a new competition concept for conveying training content: the virtual advent calendar.



### Company info



Pfeifer & Langen

## Pfeifer & Langen GmbH & Co. KG

 **Client since:** 2006

 **Employees:** approx. 2.300

 **Industry:** Food industry

## 'Win With Safety'

The intranet at Pfeifer & Langen GmbH & Co. KG has established itself as a platform for occupational safety issues. Here the employees will find, among other things, training materials, risk assessments, current reports on accidents and general information about the company.

Burow and his colleague Karl Kämpf made use of the existing information architecture and the annual pre-Christmas period to design the virtual advent calendar. The recipe for success sounds very simple: Under the motto 'Win With Safety', Burow and Kämpf combined current aspects of occupational safety with attractive prizes.

Behind all 24 little doors of the calendar, questions on health protection, occupational safety and traffic safety were positioned and advertised with small prizes. In order to answer the questions, the employees often had to research the company information databases or hold discussions in working groups. The correct answers, further explanations on the topic and, of course, the winners were announced on the intranet the following day. The anonymised evaluations also gave managers indications of existing knowledge gaps on the subject of occupational safety.

The virtual advent calendar arrived. Amongst other benefits, the high level of employee participation and falling number of accidents were reason enough to continue the concept over the years. In 2012, Burow and Kämpf's commitment was even awarded the 'Work, Safety, Health 2012' award from BG RCI (Trade Association for Raw Materials and Chemical Industry).

Today, 'Win With Safety' is an essential success factor for occupational safety at Pfeifer & Langen GmbH & Co. KG. In 2017 alone, over 450 employees took part in the competitions – every day! In total, over 10,000 entries were registered and 90 prizes were awarded. The raffles and instruction are organised with the iManSys software suite. This individual combination is made possible by the modular structure of the software solution.

The team around Burow and Kämpf has proven that communicating occupational safety topics can be entertaining and, above all, successfully involve the active participation of all employees.



***We have optimised our training content with innovative gamification concepts from iManSys. The competitions increase both the motivation of our employees and their learning success. This means that we have our finger on the pulse and, at the same time, meet the various occupational safety requirements.***



Günter Burow  
Chief Safety Engineer at Pfeifer & Langen GmbH & Co. KG in Elsdorf



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