

## The Client

Baker Hughes is an American industrial service company, it is one of the world's largest oil field services companies. It operates in over 90 countries, providing the oil and gas industry with products and services for oil drilling, formation evaluation, completion, production and reservoir consulting.

## The Challenge

Baker Hughes had a huge challenge, with over 18,000 vehicles in their fleet and operations in 92 countries, they needed to standardize programs and ensure they were teaching the right things to both drivers and operations leaders. Baker Hughes wanted to improve transportation safety results.

## The Solution

Avatar created safety education and training curricula. that challenged the use of traditional delivery platforms. Core Defensive Driving, Trainer Certification and Safety Leadership courses were developed, initially, for North American operations, but were so effective the programs were translated into several languages and visuals for global implementation.

## The Result

These safety initiatives made a major impact on Baker Hughes leading to a 33% decrease in preventable accidents, and are still being used today.



русский  
Russian



português  
Portuguese



العربية  
Arabic