

CASE STUDY · RETAIL & DISTRIBUTION

Rolling out standardised MSK triage across a 12,000-person retail network

A major grocery retailer used SPOC.ai to bring consistency to injury response across a dispersed retail and DC workforce — and built the business case for national scale inside 90 days.

Industry Retail & Distribution	Workforce ~12,000 FTE across stores, DCs and support ops	Deployment National rollout	Payback < 6 months
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↓ 22% Workers' comp cost	↓ 41% Avg time-to-report	\$2.6M Annualised saving	7:1 Year-one ROI
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ABOUT

A national grocery retailer operating stores, distribution centres and support operations across every state. Large dispersed workforce with high seasonal turnover. MSK injuries concentrated in DC manual handling and in-store replenishment roles.

THE CHALLENGE

Every store ran its own injury process. With hundreds of store managers interpreting the same process differently, injury outcomes were varying by store, state, and season.

Seasonal surges exposed the system. Each peak-trade period saw spikes in MSK injuries that overwhelmed the central safety team — and claims cost spiked 8–10 weeks later with predictable regularity.

Workers' comp spend was trending up for three straight years despite significant investment in manual handling training and ergonomic interventions. The gap wasn't prevention — it was response.

THE SOLUTION

SPOC.ai rolled out in three phases: DC network first (highest MSK load), then flagship stores, then full national rollout.

Store-manager friendly. The intake is handled by SPOC.ai directly with the worker — the store manager gets a summary push and clear next-step guidance rather than being the bottleneck.

Regional and national dashboards gave safety, ops and HR the first real-time view of injury load they'd ever had.

Seasonal scaling built-in. No extra clinical headcount required through peak trade — the AI-first layer absorbed the spike.

THE RESULTS

22% reduction in workers' comp cost in year one, reversing a three-year upward trend.

41% faster time-to-report — most injuries now reported within the same shift they occurred.

\$2.6M in annualised savings across claim cost, productivity and reduced external care.

Executive endorsement for year-two expansion into owned transport fleet and bakery operations.

BEFORE VS AFTER

BEFORE SPOC.ai	AFTER SPOC.ai
Avg time-to-report: ~18 hours	Avg time-to-report: ~6 hours
LTI rate: 28%	LTI rate: 17%
WC cost trajectory: +7% YoY (3 years)	WC cost trajectory: -22% YoY
Cross-store consistency: low	Cross-store consistency: national standard

“For the first time we can actually see our MSK injury load in real time — by site, by task, by shift. That’s shifted the conversation from ‘manage the claims we’ve got’ to ‘prevent the next one’. The cost story is good. The data story is the real unlock.”

— General Manager, Safety & Wellbeing · national grocery retailer

See how SPOC.ai can deliver the same result for you.

Book a 15-minute walkthrough — we’ll model ROI on your injury profile.

[spoc.ai / demo](#)

This case study is illustrative and anonymised, built on representative deployment outcomes. Individual results will vary based on baseline injury profile, workforce composition and operating context.