

Case Study

Blackmores Group Transforms Workplace Safety with SoterAI

Blackmores Group, a leading natural health products company, have recently integrated the Soter AI platform into their safety processes. The implementation reduced aspects of their administrative workload by 50-70%, streamlined ergonomic and hazard assessments, and strengthened the safety culture across their operations.



The Challenge

The Work Health and Safety (WHS) team at Blackmores Group faced increasing complexity and time demands due to constantly evolving safety standards and regulations. The manual approach to updating procedures, conducting risk assessments, and ensuring compliance was time consuming, reducing their capacity to proactively manage and improve workplace safety.

Additionally, there was initial hesitation about adopting artificial intelligence (AI), with concerns regarding its potential impact on accuracy, data security, and worker acceptance.

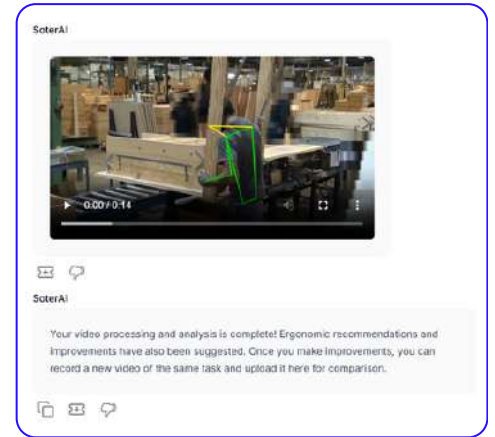
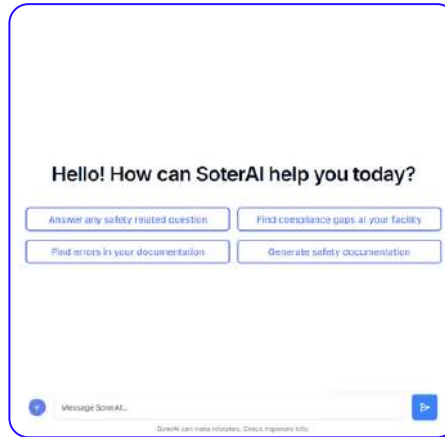
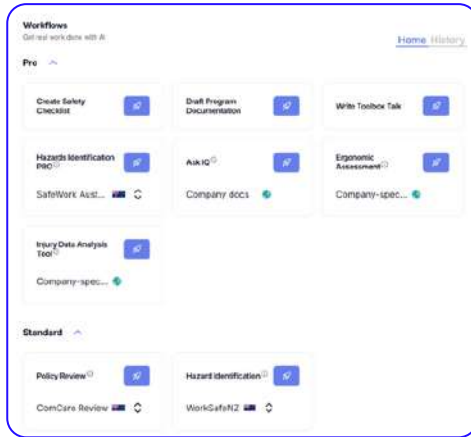
The Solution

Recognizing the mounting pressures on their safety team, Blackmores turned to the innovative Soter AI platform. Initially cautious, Andrew Wilson, Director of WHS at Blackmores Group, saw the potential of AI to dramatically simplify complex safety processes. "We needed to automate tedious compliance checks," Andrew noted, highlighting that previously manual updates took excessive time and effort. By uploading safety documents directly into the SoterAI platform, compliance gaps were instantly identified, ensuring the team remained ahead of regulatory changes without being bogged down by manual research.

Judd Lalich, Head of WHS at Blackmores Group, emphasized the immediate impact in ergonomic risk assessments. The safety team captured short video clips of manual handling tasks, which SoterAI analyzed swiftly, clearly marking high-risk postures. Judd described the transformative effect: "Workers could visually understand their risks immediately, which drastically sped up training and improvements." What was once an extensive, specialist-driven evaluation was now accomplished effortlessly in minutes.

Hazard identification was similarly revolutionized. With the ease of smartphone technology, the SoterAI platform could identify potential safety hazards from simple workplace images or video snippets, instantly suggesting practical corrective actions. "It's like having an expert alongside you, prompting you to consider risks you might overlook," Judd explained. This proactive identification elevated frontline workers' safety engagement, empowering non-specialist staff to actively contribute to workplace safety.

SoterAI also transformed how safety training materials and communications were generated. Andrew Wilson pointed out the considerable time savings: “We previously spent hours or days creating detailed safety talks; now the AI does the heavy lifting, allowing us to focus on finalizing content and delivery.”



The Outcome

Integrating AI delivered substantial benefits to Blackmores Group:

- **50-70% in Time Savings:** The WHS team drastically reduced the time spent on compliance checks, risk assessments, and training content creation. Andrew Wilson confirmed, “The time we’ve reclaimed is invaluable, allowing us to proactively tackle strategic safety priorities.”
- **Enhanced Risk Communication:** AI-generated visuals clearly illustrated risks, making safety hazards easily comprehensible. Judd Lalich noted, “Workers and managers instantly grasped risk scenarios, making our safety conversations clearer and more impactful.”
- **Improved Compliance Confidence:** Continuous AI-driven checks ensured ongoing regulatory compliance, significantly decreasing the risk of oversight. Andrew observed, “We now have absolute confidence that our compliance status is continually up-to-date, providing peace of mind for the whole organization.”
- **Cultural Acceptance of AI:** Initial apprehensions were replaced by widespread acceptance as employees experienced tangible benefits. Judd remarked, “Seeing AI in action transformed skepticism into enthusiasm. Employees now view AI as a powerful safety ally rather than a threat.”

Ultimately, the SoterAI platform enabled Blackmores Group to shift from reactive administrative tasks to proactive, data-driven safety management. This approach not only enhanced safety outcomes but also strengthened the overall business performance by ensuring a safer, more efficient working environment.

About Soter

Soter, the global leader in AI solutions since 2017, revolutionizes risk management, workplace safety, and compliance for industrial and insurance sectors. Their SoterAI platform uses proprietary real-time analysis of images, videos, and data to quickly identify risks and deliver actionable solutions, setting new standards for AI-driven safety and productivity.