



Texas Industries

Texas Industries Creates an Enterprise-Wide “Culture of Learning”
by Partnering with CERTPOINT Systems Inc.



Case Study 2008



Texas Industries, Inc. (TXI) is a leading supplier of building materials, including cement, concrete and aggregate. The company's foundation is its employees. With empowerment, everyone at TXI is entrusted to find the best solution to a problem or develop a fresh idea. At the foundation of TXI's tradition and culture is to always exceed industry standards through innovations made possible by its employees. This commitment permeates all areas of TXI's operations, including safety and training.

With more than 750 drivers, TXI must provide training to ensure all drivers maintain the safest environment for themselves, coworkers and the general public. This is why TXI sought an innovative method to bring safety training to employees.

The Challenge

TXI safety training was classroom-based. However, as with most classroom based training, costs were formidable and low content retention rates required drivers and operators to retake the classroom-based courses. TXI recognized that an overhaul of its training system was needed.

Looking to act fast to uphold a tradition of "safety first," TXI chose CERTPOINTVLS™ enterprise learning solution to help overcome these challenges:

- Empower drivers and operators to complete training at their own pace, during downtime
- Institute a culture of learning with the use of interactive training methods
- Implement a system to quickly track employee certifications mandated by federal law and OSHA safety standards
- Install a cost-effective methodology to extinguish the high-cost per trainer classroom formula
- Raise the content retention rate
- Achieve enthusiastic end-user adoption of the new web-based, eLearning solution

CERTPOINT was commissioned to quickly implement CERTPOINTVLS™ to keep track of employee certifications while embedding learning and interactive training courses into TXI's culture. "It's difficult to train 750 drivers," said TXI Organization Development Manager Hugh Wilson Ph.D. "By using CERTPOINTVLS™, we're going to be an even safer company."

Solution

TXI takes great pride in the health, safety and well being of their employees and the communities in which they operate. This is one of the main reasons why TXI chose CERTPOINTVLS™ to bring the education to employees instead of pulling all employees off the line for non-interactive classroom training.

The innovative CERTPOINTVLS™ solution involved highly interactive training through Internet portals and kiosks set up in such places as break rooms and manufacturing facilities. Drivers and operators now are able to take their required training courses when convenient. Integration was seamless and efficient, because the reliance on paid trainers who could only be in one place at one time was eradicated. CERTPOINT-generated content templates also gave TXI the flexibility to create and change the learning activities involved in each training course, efficiently and effectively.

The CERTPOINT approach has had a viral effect on TXI's employees, and has created a culture of learning throughout the company. Learning is now a social activity at TXI, as employees, some with limited computer knowledge, learn from one another as they observe "students" completing mandatory training online or at one of the kiosks in common areas.

With CERTPOINTVLS™, HR and management administration became a lot more efficient. With 14 safety-training programs to track in compliance with the Federal Mine Safety and Health Act of 1977, the Department of Transportation, and OSHA regulations, tracking employee certification was a challenge. Instead of compiling hard copies of employee certifications and manually recording them on spreadsheets, TXI now creates compliance reports instantly – a significant benefit when OSHA performs an unannounced spot check. Internal certifications for training programs such as those related to discipline, incident management, drug and alcohol awareness, ethics, and diversity are easily tracked as well.

TXI is passionate about CERTPOINTVLS™, and employees have embraced the interactive training where, if at first you don't succeed, you can try-try again without rescheduling a class or being pulled out of work for one-way training. *"It's a lot more entertaining and easier to do – and a lot quicker,"* said one TXI driver.

Results

- Reduced training costs significantly (7-month ROI)
- Empowered employees with ownership of the learning process
- Reduced paperwork for site managers
- Increased computer literacy of employees through interactive training
- Expanded scope to multiple training programs on kiosks, including:
Drug and Alcohol awareness - "Safety 101" (for non-drivers) - Incident management - Diversity and Ethics courses - Leadership training programs

Conclusion

The quick company-wide adoption of the new TXI eLearning culture from the drivers to upper management has propelled the endeavor to new heights. CERTPOINT built the foundation for TXI to maintain and manage a successful learning environment. The partnership between the two companies continues to grow, with CERTPOINT providing efficient and cost-effective solutions that are implemented quickly.

CERTPOINT provided an all-in-one software suite to manage safety training, deliver knowledge in a non-threatening manner, and create enterprise-wide employee certification reports at the click of a mouse.

"CERTPOINT gave us the foundation to take the tool and apply it with success," said Hugh Wilson. "The customized systems really transfer the entire learning process to the drivers and enable them to take responsibility over their learning. There isn't anything more important we're doing right now than using this system to increase safety awareness."

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