



CASE STUDY - COCA COLA BOTTLING COMPANY CONSOLIDATED



CUSTOMIZED TRAINING COURSE CONTENT AND AUTOMATED REPORTING GIVES THE SAFETY TEAM A BOOST



Coca-Cola Bottling Co. Consolidated (CCBCC) is the nation's largest independent Coca-Cola bottler. They make, sell and distribute Coca-Cola products along with other unique beverages across 11 states, primarily in the Southeast, with corporate offices located in Charlotte, NC.

"The UL Workplace Health & Safety system has allowed us to adapt to our changing business needs as well as provide consistent training that is specific to our company's and employees' needs."

Ed Akerberg,
Risk Control Manager, CCBCC

THE CHALLENGE

A corporate administrator establishes monthly training goals for company employees. Because of the unique needs of the bottling industry, some of the training is custom-developed. Administrators at the local level operate the training system, handling tasks such as adding and deactivating trainees and assigning lessons. They also monitor training completion statistics and provide that information to upper management.

Their previous training system was not meeting CCBCC's needs in several key areas.

Data Consolidation: The system did not accurately report company-wide training completion percentages. In order to have confidence in that information, CCBCC had to manually evaluate, edit and recalculate the data.

Status Reporting: CCBCC wanted reports automatically generated and sent to local managers before the end of the month showing which

employees had not completed their training. Their system did not provide this functionality.

Content Development: Developing new content meant sending specifications to a third-party partner who would create the requested material and return it for review. The back-and-forth process, especially when reviewing new content, often took several weeks.

To get the capabilities they wanted, CCBCC knew that they needed a different training system. They were aware that the transition to a new vendor might be difficult for some, and wanted that process to be as streamlined as possible.

THE SOLUTION

CCBCC partnered with UL Workplace Health & Safety in January of 2009 and acquired the PureSafety Safety Management System, the Content Editing System (CES) and the Content Creation System (CCS). The transition to the new system went smoothly, allowing the company to go live without any major complications or delays in reporting to local

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management. They now have the functionality their previous system lacked.

- Local supervisors and managers automatically receive weekly reports naming their direct employees whose training is overdue or not yet started. This facilitates follow-up, which helps achieve an overall training completion percentage between 97 and 100 each month.
- The reporting aspect of the system gained credibility with the company's senior management team. Report information is now monitored as part of standard safety dashboards that affect all operational business units and management levels.
- CCBC is able to edit and create customized lessons, presentations and tests in-house. This gives them quicker access to the custom materials they need and makes it possible to evaluate trainee competency in a more expedient manner.

RESULTS

- In conjunction with other safety programs, using UL's solution has produced a nearly 25% drop in workers' compensation claims and a 40% drop in auto liability claims.
- Employees can take pre-tests to determine their familiarity with subject matter. A score of 90% or above allows them to "test out" of some of the routine annual training.
- The system has improved the training accountability of the management teams and is recognized by the executive safety committee.
- The employees have responded positively to the ease of use of the system, the quality of the lessons and the flexibility of being able to access the system from any computer.
- CCBC currently uses PureSafety Safety Management System to provide training to more than 4,600 employees at 54 locations, and plans to roll out to additional sites in the future.

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