

BENEFITS OF TRAINING

An ROI Case Study from Coastal

The following case study recounts a real training need and subsequent solution as experienced by a state government agency.*

Challenge

With limited safety training experience, the two-person staff of a government organization faced numerous challenges as they sought to implement a training program that would satisfy OSHA requirements, reinforce safety policies and procedures, and meet the needs of their entire division. The safety staff sought to communicate to their employees the importance of safety principles and management's commitment to a safe work place.

Why Coastal's CD-ROM Solution?

Customer Requirements

1. Cost-effective method for training anywhere from 1-20 students depending on number of new hires.
2. Reduce the amount of time required of managers for training and enable employees to train at their own convenience rather than work around training schedules.
3. Needed standardized resources that met OSHA requirements.
4. Increase course availability to employees.
5. Material and delivery format needed to accommodate a minimum level of comprehension.
6. Courses needed to address policies and procedures specific to the organization at minimal cost.

Coastal's Solution

1. Clarity courses are affordably priced to meet client needs.
2. Clarity CD-ROMs offered the convenience of training anytime during a shift, at any one of the locations.
3. Clarity course content is extensively researched for accuracy and compliance with current OSHA standards.
4. Coastal produces an extensive line of products on almost every key compliance issue covering a wide range of topics.
5. Clarity courses are very user-friendly and enable students to learn at their own pace. Managers can assign pre-tests & post-tests to track each employee's performance. Scores can also be retained for employee records.
6. Courses are completely customizable with 24-hour tech support available to clients.

Solution

In the spring of 1999 16 copies of 11 Clarity CD-ROMs were purchased.

Results

Despite initial resistance to using Computer Based Training (CBT), supervisors and employees quickly adapted to it and enjoyed not having to spend as much time in training. Average employee training time was reduced by 34%.

The Numbers**

Total initial investment in Clarity Multimedia:	
16 CD-ROMs @ \$511 ea.	= \$ 8,176.00
ESP (rate of 8%)	= \$ 654.08
Digital camera	= \$ 535.00
Clarity User Group Conference Attendance	= \$ 1,120.00
Grand total	= <u>\$10,485.08</u>

Estimated Savings to Date**

Though computer-based training represented only 30% of the safety staff's teaching demands, it saved almost 600 man-hours in its first 18 months of use. To train all eligible employees would have required 8 hours of training time at \$20/ hr for each student. This amounts to a projected cost of \$72,000 – a subsequent savings of approximately \$61,514.92. In addition, class times were reduced by 20 minutes (34%) on average.

* The names of the organization and its representatives have been excluded to protect their privacy.

** Actual figures.