CASE STUDY
CONSOLIDATED NUTRITION

OPPORTUNITY OVERVIEW
Consolidated Nutrition manufactures livestock, dairy, poultry, and companion animal feeds at 40 plant locations across the United States and Canada. Consolidated Nutrition purchased dbcSMART software and had it customized to meet their specific needs. The software was installed at each of the plant locations.

CLIENT OBJECTIVE
Consolidated Nutrition sought to effectively and efficiently train plant employees, provide consistent training that would simulate dbc computer functions, speed up software implementation, and provide follow-up training for new employees.

TARGET AUDIENCE
Consolidated Nutrition production plant personnel included sales order entry, production, shift leaders, and management, totaling approximately 400 employees initially, plus training new employees on an as needed basis.

TRAINING METHODS CONSIDERED
Option 1:
Hold a number of classes at various locations.
Send teams of trainers to each location.
Option 2:
Use Computer-Based Interactive Training (CBIT) from Russell Associates to train current and new employees at their locations on an as needed basis.

TRAINING METHOD SELECTED
Computer-Based Interactive Training (CBIT)

RUSSELL ASSOCIATES SOLUTION
Russell Associates developed a customized training program that simulated dbc computer functions as well as generated scripted scenarios (e.g., order entry process) for the student to follow. Individuals stepped through these modules at their own pace and upon completion, were given a grade and certification for installation. The training modules were distributed on CD-ROM that was used on a computer at each location.
- Order Entry
- Inventory
- Pricing
- Production
- Accounts Receivable
- Purchase Orders
- Accounts Payable

PROGRAM LENGTH
Study Time – Six Hours

ADMINISTRATION

Incorporated in the CBIT program is a system that tracks individual students through the training. It is also available to management for viewing and printing student records and/or for downloading onto the client server where it can be stored, viewed, and incorporated in employee training files. This system also contains a bookmark, which provides an option for the student to exit the program, and upon reentry, return to his/her place in the training.

RESULTS

Training with the CBIT was successful and Consolidated Nutrition realized significant savings in training cost.

The CBIT continued to be used after the initial software install was completed as employee turnover occurred. Employees also used the CBIT as a reference source after the training and installation.