CASE STUDY
PURINA MILLS, INC.
Order Entry

OPPORTUNITY OVERVIEW
Conduct a study to determine the reason for the failure to implement and maintain a new computerized order entry, purchasing, billing, and production control system at over 60 Purina Mills' field locations.

CLIENT OBJECTIVE
Identify the cause of ineffective implementation and initiate a program to systematically, efficiently, and cost-effectively train current employees, new employees, and management staff to set up and maintain the new computerized system.

TARGET AUDIENCE
- Production Management
- Office Personnel
- Order Entry Specialists

RUSSELL ASSOCIATES' SOLUTION
Russell Associates conducted a study encompassing corporate training and IT personnel, and field management and other staff at seven locations.

The study clearly identified the problem and Russell Associates was invited to submit a proposal that would provide a solution.

TRAINING METHOD
- Computer-Based Interactive Training (CBIT)

PROGRAM LENGTH
- Training Time – Eight hours or less
- Training use – On-going

ADMINISTRATION
Users are tracked throughout the program using a unique identification number. Reviews are incorporated into the program to reinforce correct procedures. Exercises are tracked and scored and include a variety of questioning techniques, as well as performance demonstrations using simulations. Audio feedback indicates whether the response was correct or incorrect and text provides correction or reinforcement and elaborates on the desired response.

Embedded in the program is a tracking system that records user scores. These results are accessible to management personnel using a password and can be reviewed and/or printed.

AWARDS
- Certificate of Completion

PROGRAM RESULTS
- Prior to implementation of the CBIT, two IT personnel were spending 40 to 60 hours delivering the training at each location, with limited sustained effectiveness. With CBIT, personnel were better and more efficiently trained in eight (8) hours or less, with a substantial increase in performance.