Brandon Hall GROUP

UL's Training and Incident Management Systems Drive Workplace Safety

UL EHS Sustainability
Best Advance in Learning Management Technology
for Compliance Training
February 2017

Brandon Hall GROUP
EXCELLENCE IN TECHNOLOGY AWARDS
SILVER
2016

Company Background

Company At-a-Glance	
Headquarters	United States
Year Founded	1999
Revenue	Not disclosed
Employees	250
Global Scale	United States and Great Britain
Customers/Output, etc.	Workplace health, safety and sustainability professionals across a wide variety of markets and more than 20 industries.
Industry	Software
Stock Symbol	N/A
Website	https://www.ulehssustainability.com/

Value Proposition

The PureSafety Safety Management System features an extensive Environmental, Health, and Safety course library that gives employees the information they need to improve productivity, prevent injuries and save lives. The incident management system (IMS) within the PureSafety portal enhances a company's ability to gauge risk and uncover leading indicators before a catastrophic accident or injury occurs.

Delivering and Tracking Online Safety Training

The streamlined delivery of the online training through PureSafety improves productivity. Employees can access or manage training 24/7 from virtually any Internet-connected computer. The subject matter is targeted for workplace health and safety, and this relevant training resonates with employees' experiences to reinforce knowledge and optimize learning.

The courses are designed with high-quality course narration, music and text paired with high-resolution graphics, 3D animation and illustrations that makes the training compelling. Challenging learning activities, knowledge checks and post-tests help reinforce and evaluate the employee's knowledge.

Customizing with Content Creation System

By using the Content Creation System as part of the PureSafety Safety Management System, companies can tailor training to its culture through photos, work standards and protocol that helps make lessons stick. They also can be customized to turn incidents from the workplace into flash reports that drive home safety messages, raise awareness, enhance employee learning and help prevent future incidents.

With CCS, employers can augment lessons with external training resources, such as operating procedures, links to websites and offline training sessions. They can create customized training assessments from a group of courses or from their own content and deploy a tailored program to accelerate employee learning. Employers also can create pre- and post- tests to assess the employee's knowledge of the subject, create a survey or questionnaire that collects employee information and feedback, and deploy the safety program to all or a portion of employees.

Tracking with PureSafety on Demand

With PureSafety on Demand, organizations also can track training and completion for contract workers, assuring hired contractors are in compliance. The program offers a searchable course library with the same content as the PureSafety system and manages automated data entry, assignments and notifications and real-time tracking and reporting.

Challenge

AECOM, a Fortune 500 Company that provides professional technical and management support services globally to such markets as transportation, facilities, energy, water and government, uses UL EHS Sustainability's training library and content creation system to design custom courses to educate thousands of workers a year. The company has approximately 45,000 employees, with about a third of its workforce based in North America.

AECOM in North America needs a flexible format to ensure training compliance and successful completion of multiple levels of personnel certifications while minimizing impacts on employee productivity. The company uses a multi-step approach to safety, health and environment training. Its goal is to provide exactly the right amount and type of training in accordance with each employee's specific responsibilities, hazards they are likely to encounter on the job, and company policies and processes.

"Flexibility is critical to our ability to deliver effective training to employees, as well as the ability to complete training with minimal work interruptions," said Peter Sullivan, AECOM's acting SH&E training director. "UL has the ability to adapt to our ever-changing needs regarding subject matter while allowing us to maintain a high degree of integrity and meet our core regulatory compliance needs."

AECOM has a training needs assessment tool based on a thorough analysis of risk exposures and functional job tasks. Employees complete the assessment prior to training to determine which courses are required or recommended for the work that they do. Used in conjunction with a learning management system, the company is able to budget for and provide as-needed training, in turn reducing incidents, injuries and related costs.

"For instance, we can pick six employees who use fall protection equipment and train them to become trainers. They can then take the lead as local subject matter experts," Sullivan said. "The return on investment has far exceeded the cost of developing the needs assessment tool."

AECOM's North America operations reports:

- In FY2012, more than 4,000 assignments using 120 different eLessons were made.
- Employees completed at least 80 percent of assigned training at times that didn't conflict with professional or personal/family commitments.
- A 10 percent decrease in OSHA-recordable incidents between 2010 and 2011.

- A 52 percent reduction in injury-related lost work days from 2010-11.

- Significant savings by avoiding training space rentals, travel for trainers, lost productivity and wage replacement costs.

- Course completion rates improved 15 percent by having employees complete training needs assessments and raising their awareness before receiving assignments.

- Employees report using the knowledge and skills they acquired during training to make their homes and communities safer.
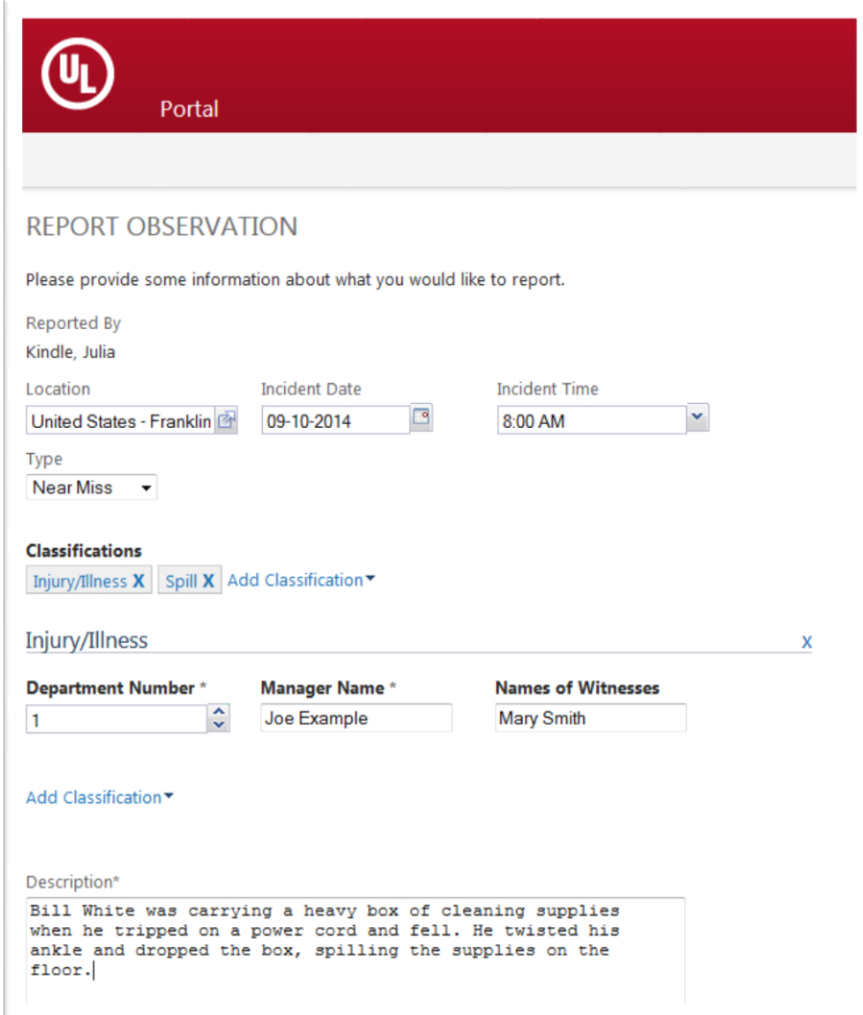
Product or Program Innovation

By using the Content Creation System as part of the PureSafety Safety Management System, a company's training can be tailored to its culture through photos, work standards and protocol that make lessons stick. Courses also can be customized to turn incidents from the workplace into flash reports that drive home safety messages, raise awareness, enhance employee learning and help prevent future incidents.

With CCS, employers can augment lessons with external training resources, such as operating procedures, links to websites and offline training sessions. They can create customized training assessments from a group of courses or from their own content to deploy a tailored training program to accelerate employee learning. Employers are able to create pre- and post-test to assess the employee's knowledge of the subject, create a survey or questionnaire that collects employee information and feedback and deploy it to all or a portion of employees.

Unique Differentiators

UL EHS Sustainability is focused on health and safety and is backed by a team of in-house professionals who create and maintain content. They are Environmental Health and Safety experts with decades of combined experience in a wide variety of industries and often consult with customers on the courses they need most. Safety training is the core focus for UL EHS Sustainability's PureSafety portal, which includes the incident management system (IMS) designed to provide a company with needed information to gauge risk and its indicators before a catastrophic accident or injury occurs. Employees can input incidents or near misses into the IMS system.

Figure 1: Input Incidents or Near Misses into the IMS System

Source: UL 2017

An IMS news feed gives safety managers and supervisors quick access to relevant issues reported about their locations.

Figure 2: IMS News Feed

Source: UL 2017

Injury Trends reports give users an overview of the most common reasons for injuries, and injured body parts.

Figure 3: Injury Trends
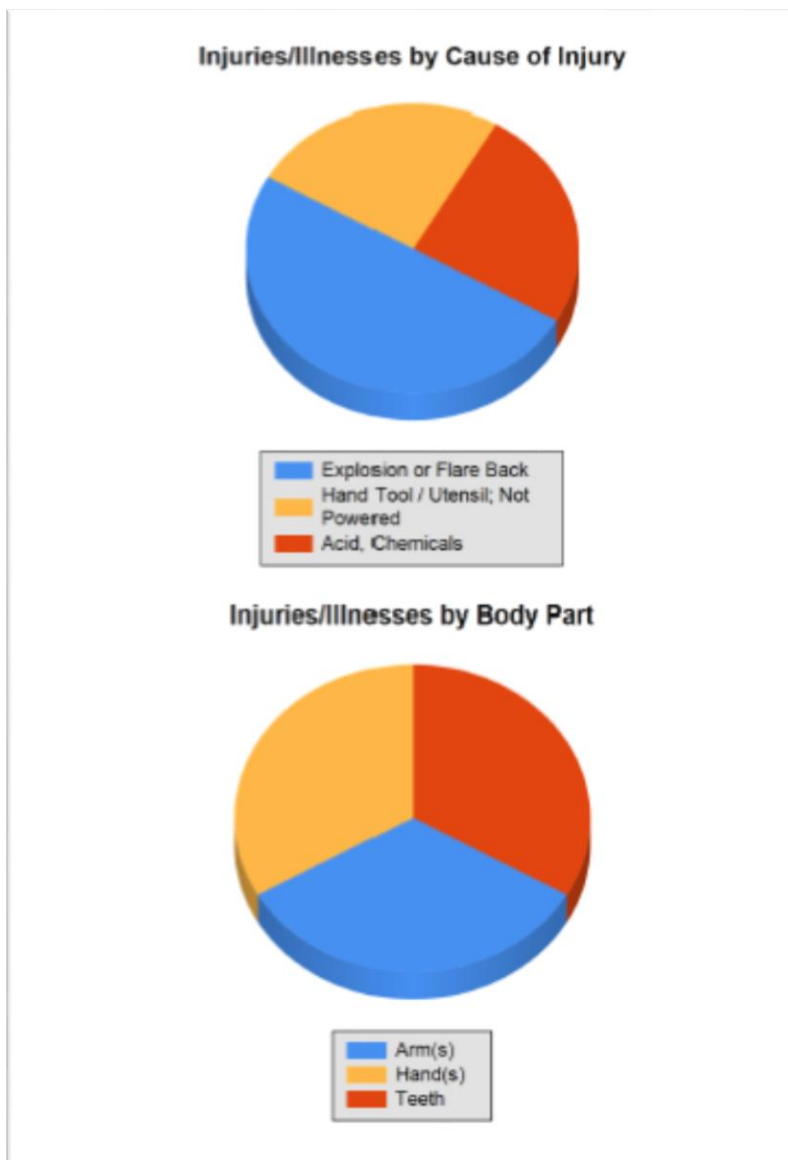
Figure 4: Safety Scorecard

The My Reports page allows users to save the reports they use most often and run them with the click of a button.

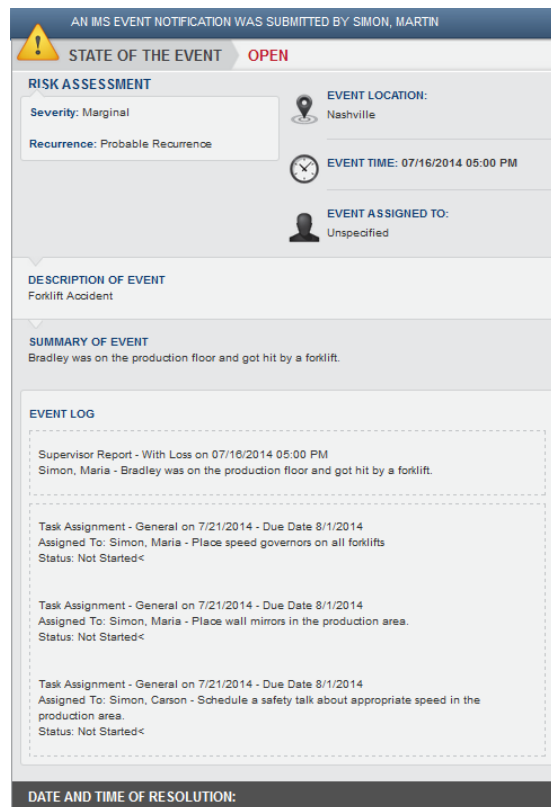**Figure 5: My Reports**

Incident Flash allows users to quickly take information about an incident from the system and put it in a format that's easy to distribute so they can notify others about incidents and provide progress updates about an investigation.

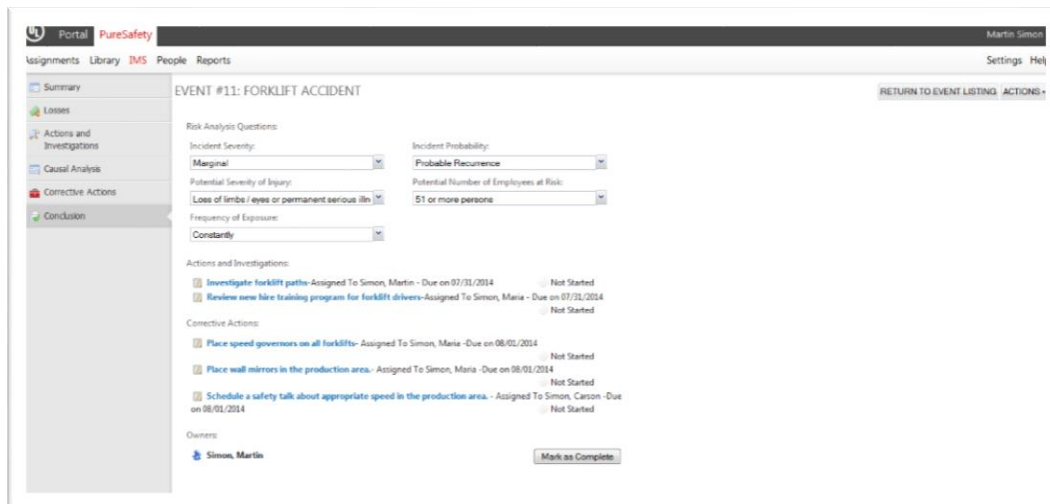**Figure 6: Incident Flash**

Event Overview helps users centralize information about an incident and manage multiple injuries, investigation, and corrective actions from a single place.
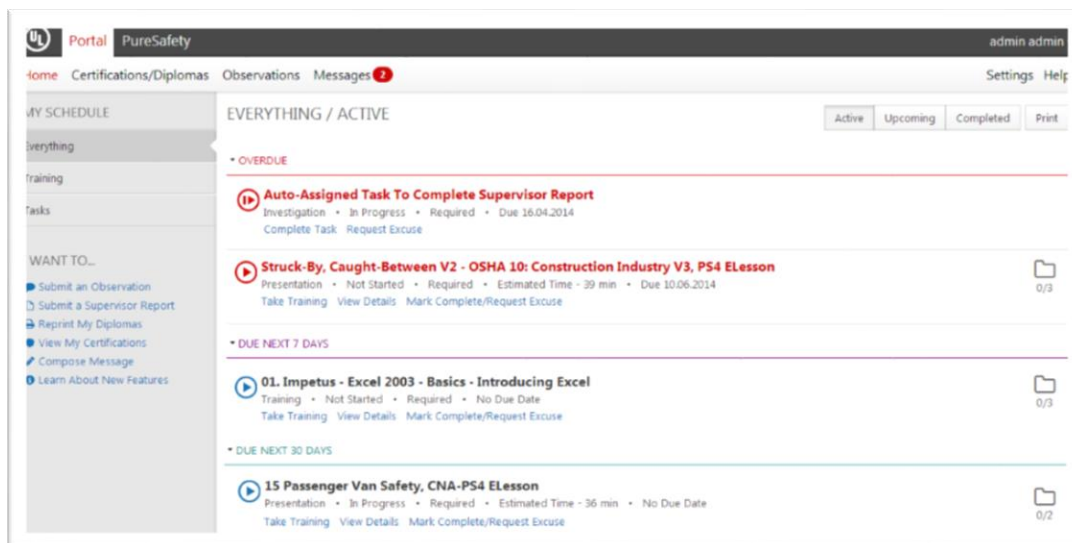
Figure 7: Event Overview

UL EHS Sustainability's PureSafety training portal is designed to be clear, easily navigable, and user-friendly.

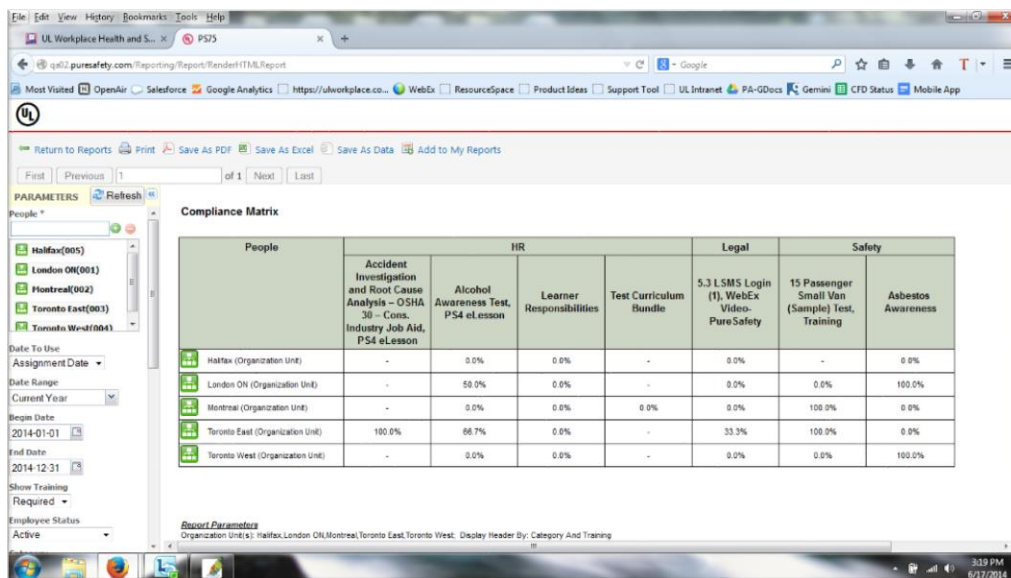**Figure 8: PureSafety Training Portal**

As part of the PureSafety Safety Management System, the Compliance Matrix report allows administrators to establish training requirements and track progress against them. Health and safety professionals often struggle to evaluate how their organizations measure with respect to overall training goals. In addition to tracking employee compliance with required training, it's also important to be able to quickly identify training gaps or areas where employees might need to be assigned training. Further, training administrators can evaluate course completion by training type, organizational unit or group and identify gaps where training should be assigned.

Figure 9: Compliance Matrix

<div align="right">Source: UL 2017</div>

- Targeted, relevant training resonates with employees' experiences, and mini-modules reinforce knowledge and optimize learning.

- High-quality course narration, music and text paired with high-resolution graphics, 3D animation and illustrations make training compelling.

- Challenging learning activities, knowledge checks and post-tests help reinforce and evaluate employee knowledge.

- Training can be tailored to any company's culture through photos, work standards and protocol to make lessons stick.

- Courses can be customized to turn incidents from the workplace into flash reports that drive home safety messages, raise awareness, enhance employee learning and help prevent future incidents.

Figure 10: Global Safety Library

Courses Offered in Six Languages

Studies show that people learn, understand and retain information best if it is taught to them in their native language. Thus, the courses are offered in six languages. In terms of safety training, comprehension increases when learners can give their complete attention to the content without first needing to mentally convert the information into their first language.

Misinterpretation can lead to lower productivity, lost revenue, more serious injuries and loss of life, especially in high-risk sectors such as manufacturing, oil and gas exploration, and construction. The Occupational Safety and Health Administration (OSHA) estimates that language barriers are a contributing factor in 25 percent of job-related accidents. Moreover, the U.S. Centers for Disease Control and Prevention found that fatal injury rates were 69 percent higher for foreign-born Hispanic workers than for native-born Hispanic workers.

In 2010, OSHA directed compliance officers to observe whether employers provide employees safety training in a language they understand and in 2013 extended similar training protections to temporary workers. Employers who fail to properly train their employees are subject to citations and penalties. While OSHA cannot mandate that safety training be given in any language other than English, the agency seeks to protect workers who speak English as a second language. OSHA has a compliance assistance website for Spanish-speakers and other resources for Hispanic workers and employers.

Figure 11: Languages Settings
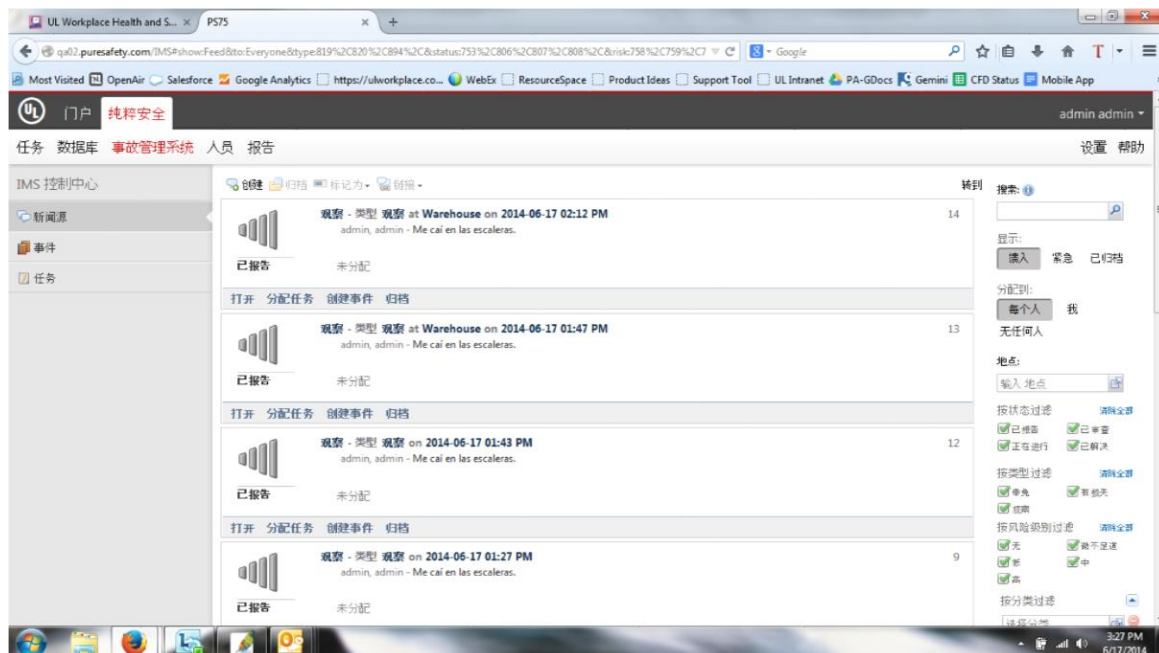
Source: UL 2017

Measureable Results

UL's PureSafety software solution allows Caterpillar® dealers to offer courses and track training compliance year-round at multiple locations. An award-winning company, HOLT CAT is the authorized Caterpillar® heavy equipment and engine dealer in 118 Texas counties. Established in 1933, HOLT® sells, services and rents Cat equipment, engines and generators for construction, mining, industrial, petroleum and agricultural applications.

Challenge

While workforce safety has always been a priority, HOLT CAT owners Peter Holt and Allen Archer realized in 2005 that they had unintentionally let it slip to a back burner while they were preoccupied with building their business.

Re-focusing on safety as a core value, one of their first steps was to ask their 1,800 employees for their opinions. Using a 100-question safety perception survey with categories including recognition, training and leadership, they were surprised to find that training – an area they thought was adequately covered – received particularly poor marks.

In response to the safety perception survey, the company assembled four cross-functional, quality improvement teams (later reduced to three) to address specific low-scoring areas, according to Noe Cisneros, director of Safety, Security and Environmental Culture.

The training team learned that the company's approach using a few contractors and in-house professionals to periodically teach safety classes onsite was neither frequent enough nor comprehensive enough to satisfy employees' requirements.

"We needed to cover all of our locations with not three but 10 to 12 topics a year," Cisneros explained.

The investigating team asked the question: "How do we logistically provide up to 12 quality classes a year for every location with no exceptions?"

Solution

The team chose UL's PureSafety Safety Management System for such its content creation and incident management tools, access to a library of more than 700 courses with many in Spanish, and course completion and exam tracking capabilities.

Employees report that they appreciate the course content. "The people look current, not like they are from the '50s," said one employee, who recalled the old-school, dry approach to video safety training. Employees say that the narration is interesting and the pacing accommodates different learning styles. Cisneros said Spanish translations are equally as well received.

"We were impressed when we learned that UL offers an intuitive, accessible online learning management system that covers every possible subject we would need and want to share with our employees," Cisneros said. "The support was outstanding from the start. We found UL to be very creative and innovative. They were willing to work with us to satisfy our needs."

Results

A key barometer of success with the training system is a corresponding decline in work-related injuries: In the four years following the implementation of the PureSafety system, the company's injury rate dropped by about two-thirds.

While pleased with these results, Cisneros believes the greatest benefit is employee buy-in for safety principles and long-term behavior change. The PureSafety Safety Management System is part of a broader company initiative to instill a safety culture that includes management by walking around, periodic safety campaigns focused on specific risks and encouraging employees to share their ideas on ways to improve safety practices.

Some of the company's safety efforts feature performance incentives such as gift cards at major retailers. For example, company drivers who fall under U.S. Department of Transportation regulations have a chance to earn points toward gift certificates if they undergo voluntary quarterly vehicle inspections. Volunteers with excellent scores also are pleased when they are recognized in the company's newsletter.

"We now have 1,800 safety practitioners who can speak intelligently about the different types of exposures we face," Cisneros said. "They can articulate specific issues affecting their roles in the company, model their behavior and apply what they have learned in day-to-day operations."

Customizing Safety Training

Coca-Cola Bottling Co. Consolidated, the nation's largest independent Coca-Cola bottler operating across 11 states primarily in the Southeast, customized course content to meet the unique needs of the bottling industry.

A corporate administrator establishes monthly training goals for company employees, but 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.

The company's previous training system was not meeting needs in several key areas:

- Data Consolidation. The system did not accurately report company-wide training completion percentages, so CCBCC had to manually evaluate, edit and re-calculate the data.

- Status Reporting. CCBCC wanted reports automatically generated and sent to local managers before the end of the month to show which employees had not completed their training. The system did not provide such 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.

Solution

CCBCC partnered with UL EHS Sustainability in January 2009 and acquired the PureSafety Safety Management System, the Content Editing System and the Content Creation System. CCBCC is able to edit and create customized lessons, presentations and tests in-house.

Local supervisors and managers automatically receive weekly reports naming their direct employees whose training is overdue or not yet started. This data 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 senior management team who now monitor reports as part of the company's standard safety dashboards.

Results

With other safety programs and UL's solution, there has been 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.

- Employees have responded positively to the ease of use, the quality of the courses and the flexibility of being able to access the system from any computer.

- CCBCC currently uses the PureSafety Safety Management System to train more than 4,600 employees at 54 locations and plans to roll out to additional sites in the future.

About Brandon Hall Group

Brandon Hall Group is a HCM research and advisory services firm that provides insights around key performance areas, including Learning and Development, Talent Management, Leadership Development, Talent Acquisition, and HR/Workforce Management. With more than 10,000 clients globally and more than 20 years of delivering world-class research and advisory services, Brandon Hall Group is focused on developing research that drives performance in emerging and large organizations, and provides strategic insights for executives and practitioners responsible for growth and business results.

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