

A photograph of an industrial facility, likely a manufacturing plant, showing rows of yellow equipment or machinery in a well-lit, clean environment.

CUSTOMER SUCCESS STORY

Gregory Poole

The Company

Gregory Poole is a leading dealer for construction and material handling equipment, stand-by power, truck and marine engines and a trusted provider of parts, maintenance, and service. The company employs over 700 people in ten locations throughout the Eastern Carolinas; Richmond and Chesapeake, Virginia; and Florence and Charleston, South Carolina.

The Challenge

Training all of the company's employees over a wide geographical area presented a challenge to Gregory Poole's financial, as well as personnel resources. To accomplish this goal, the company considered hiring trainers, providing transportation for the trainees or trainers and paying for lodging. Additional classes would be required to train those employees that missed the original training sessions because of sickness, work or special assignments.

While many companies deliver training using these traditional methods, Gregory Poole needed a solution that would allow them to train all of their employees more efficiently and effectively, without the expense of additional personnel, travel and lodging.

The Solution

Gregory Poole turned to PureSafety to provide an online training solution that would help the company meet its cost-cutting goals, without sacrificing quality. In response to the need to properly train the entire workforce, Gregory Poole began training its employees using PureSafety in July 2001.

The Results

PureSafety has played a major part in Gregory Poole's Management of Risk Exposure Program. The five-part program incorporates Safety Training, Physical Audits, Safety Committees, Management Visibility and Interaction & Accountability. PureSafety is one of the cornerstones of the program and the results have been phenomenal. The company experienced a 20% reduction in total accidents in its first 12 months using PureSafety compared to the prior period.

That number has grown to over a 30% annual reduction in accidents, which led to a 5-year contract renewal commitment of PureSafety in 2004.

A reduction in the frequency of accidents is the primary indicator of success of the Gregory Poole Management of Risk Exposure Program. This reduction in frequency translates into reduced insurance costs and contributes to the overall positive results seen in their ROI.

"Because of my use of PureSafety, I am more confident than ever that the full range of required regulatory training is being provided to all Gregory Poole employees and that our online program has no gaps in training requirements. Our significant reduction in workplace accidents and our avoidance of additional personnel, travel and lodging expenses related to training has given us an ROI of 3 to 1."

Gary Shaffer,
Safety & Environmental Administrator
Gregory Poole Equipment Company