



CUSTOMER SUCCESS STORY DAKOTA READY MIX

The Company

Dakota Ready Mix (DRM) is a ready mix concrete company located in Bismarck, North Dakota. They employ 70 people and provide concrete for residential and commercial construction projects.

In a town with 90,000 people and four ready mix companies, DRM must compete for both jobs and qualified, skilled employees. Dedication to safety is a key differentiator for DRM, but one that presents a number of challenges related to training.

The Challenge

Weather is a factor in the concrete business and particularly in the Dakotas, where winter alone can often last more than 6 months. Therefore, the work must be done when the weather cooperates, leaving little time for regularly scheduled safety training sessions. Scheduled classroom safety training can often interrupt jobs and is viewed as an inconvenience. Spending hours, and even days, training new employees only to have them leave shortly after can be very costly. As new employees join the organization, finding the time for training can also be difficult – especially during the peak season.

To add to the training challenge, some of DRM's employees have in the past shown a negative attitude toward computers and computer-based education.

The Solution

In the spring of 2002, DRM started using PureSafety's Enterprise solution to deliver and track its employee safety training. DRM also customized its course library to provide a more localized feel for its 70 employees.

"PureSafety is by far the best tool for effective delivery and management of safety training. It's easy for our employees to access and now I know that they understood it, watched it and passed the test. Our employees care more about safety and we stand out in Bismarck because we make safety job one."

Corey Birrenkott, Safety Director
Dakota Ready Mix, Inc. The Result

Since DRM implemented PureSafety in the spring of 2002, the results have been very positive. DRM set up a computer lab equipped with six computers with high-speed Internet connections so that employees could conveniently access training from the corporate office. Each employee was also provided basic computer and Internet training to demonstrate that computers are easy to use.

Employee Satisfaction & Utilization

Corey Birrenkott, DRM's Safety Director, recalls dealing with a retired Marine employee who was frustrated with the thought of taking his safety training online. After some initial hands-on training on the basics of computers and discovering how easy PureSafety is to use, that same employee is typically the first person to get his training done each month. Overall, employee response to PureSafety training is positive. Training is completed during traditional periods of nonproductivity, such as rainy days and employees are not eligible for any applicable bonuses if training is incomplete.

Safety Program Management

In addition to delivering traditional online safety courses from PureSafety, DRM is also using the PureSafety LMS to track routine facility inspection activities such as fire extinguisher checks and respirator checks/cleaning. These types of activities are assigned as an off-line event in the PureSafety LMS and then marked complete by the Safety Director when finished.

Cost Savings

DRM's use of PureSafety has proven to be beneficial for the company time and time again. During an OSHA inspection, the company was able to efficiently generate employee training reports to satisfy OSHA requirements and avoid any fines. Due to its commitment to safety, DRM has seen a 10% reduction in its Workers' Comp premiums in 2004. As a result of the positive feedback from employees and significant cost reductions, DRM executed a 5-year contract renewal with PureSafety in the spring of 2004.