

# BENEFITS OF TRAINING

## *An ROI Case Study from Coastal*

*The following case study recounts a real training need and subsequent solution as experienced by a Clarity Multimedia® customer.\**

### **Challenge**

In 1999, the Technical Training Manager for a large corporation was tasked with providing training on RS Logix™ technology to 1,800 of its employees spread throughout its numerous locations nationwide. The main goal of the organization was to find a training program that would provide employees with a sound knowledge base of RS Logix technology, and enable them to apply this knowledge in their daily job duties.

### **Why Coastal's CD-ROM Solution?**

#### **Customer Requirements**

1. Training that provided a sound knowledge base with its content as opposed to skills-targeted training.
2. High level of retention and transferability of the knowledge gained.
3. A cost-effective method for training 1800 employees in a conservative time frame, without hindering the level of productivity.

#### **Coastal's Solution**

1. Clarity course content is extensively researched for accuracy and is written for ease of understanding.
2. Clarity Multimedia placed the required training and content in the CD-ROM format, which has been proven to yield higher retention.
3. Clarity offered the convenience of training students at anytime during their shift (including 3rd shift employees), as well as the ability to administer, test and track training at any one of the locations.

### **Solution**

In 1999, the organization purchased the series and the training program was implemented at numerous sites throughout the country.

### **Results**

Based on original estimates, it would have taken two days to train each employee, which meant time away from their jobs and/or paid overtime. The training would also have required the Training Manager to spend a minimum of 180 hours overseeing classroom instruction.

In less than 6 months after the initial purchase, 1,800 employees were successfully trained on RS Logix technology and the company saw a significant increase in the level of productivity throughout the offices that had gone through this training. The company achieved its goal of 100% knowledge retention, with all of the trained employees having the ability to demonstrate their knowledge and acquired skills in their daily job functions.

### **The Numbers\*\***

Total initial investment in Clarity:  
\$30,256

### **Estimated Savings to Date\*\***

To train 1,800 employees would have required 16 hours of training time at \$20/hr for each employee. This amounts to a projected cost of \$576,000. By using the Clarity CD-ROMs the organization saved a total of **\$526,000**.

\* The names of the organization and its representatives have been excluded to protect their privacy.

\*\* Actual figures.