

Intertek Alchemy Case Study

Boosting Knowledge Retention & Confidence

“I would recommend Alchemy training and Communications Program to every food company. It’s really helped us to improve the overall quality of our product and what we provide to our customers.”

— Deborah Walden-Ralls, Co-owner & VP of Risk Management, Green Valley Pecan

Increased Knowledge Retention
with Alchemy Communications Program

Across **ALL**
Frontline
Workers

17%

36%

Among
Workers
Needing
It **MOST**



Challenge

- Prevent the natural knowledge loss that occurs between trainings
- Boost knowledge retention without increasing training time

Solution

- Implement integrated, multi-touch Communications Program that includes huddle guides, posters, digital signage, & coaching tools

Result

- **17% improvement** in knowledge retention across all employees
- **36% improvement** among those with greatest knowledge loss

About Green Valley Pecan Company



Founded in 1948, Green Valley Pecan Company has grown to encompass 10,000 acres with year-round processing

facilities. It is one of the world's largest growers and processors of pecans. Despite its scale, Green Valley Pecan remains a family owned and run operation. That family culture extends to the entire workforce, with third and fourth generations of employees fueling Green Valley Pecan's continued success.

The Challenge

Green Valley Pecan has always recognized the value of a well-trained and knowledgeable workforce to exceed the highest safety standards. As such, the company implemented and fully embraced Alchemy Systems' flexible learning platform to deliver engaging, effective training to its multi-generational and multi-lingual workforce.

"Our employees take pride and ownership in providing a quality, safe product, and that comes through the Alchemy training," says Deborah Walden-Ralls, Co-owner and VP of Risk Management.

But learning experts agree that all training requires repetition to ensure correct application every time. Safety Coordinator Ed Tamasi agrees, "Even with the best training in the world, you need reinforcement to keep that information fresh and constant in employees' minds."

The challenge is to provide structured reinforcement without impacting production time. Tests showed that Green Valley Pecan employees retained 87% of food safety training concepts and 80% of workplace safety concepts. While those numbers are strong, Green Valley Pecan's culture of continuous improvement required even higher performance.

The Solution

Green Valley Pecan added the Alchemy Communications Program to continually reinforce concepts learned in Alchemy training courses. The strategic, multi-touch approach reaches employees at different points throughout their workday.

"Alchemy's Communications Program is like booster shots for the training," Tamasi explains, "and **I can easily see that our employees are more confident and more productive** with the program in place."

Those “booster shots” include structured huddle guides, vivid posters, and dynamic digital signage. Each element is integrated with consistent visuals to aid knowledge retention. Another element is Alchemy Coach, a mobile app that validates training concepts are correctly applied on the floor. The individual components are intentionally designed to have varying degrees of interactivity, to stimulate different cognitive responses.

The huddle guides are highly effective for quick pre-shift meetings between a supervisor and crew. The illustrated huddle guides steer supervisors to drill down to specific training topics and encourage dialogue. “It creates so much engagement and discussion because we’re actually doing the things as we’re learning them. I can see it sinking into them!” says Ricardo Paredes, Shipping and Inventory Manager.



The posters reinforce safety messages with highly impactful imagery expertly designed to cue emotional triggers. Tamasi places the posters in high-traffic areas and admits they capture attention more than signs and posters they've used in the past. “The Alchemy poster designs definitely pop out at you and get noticed.”

Green Valley Pecan also uses digital content on breakroom monitors. The “posters in motion” bring training concepts to life with animated images and video snippets that are tied to the Alchemy training. “The video loops are continual reminders of what employees need to do,” Walden-Ralls emphasizes.

The Result


The Alchemy Communications Program delivered an **instant boost in knowledge retention**. Tests showed a 17% increase in retention across all employees. There was also a 36% increase in correct knowledge recall among the employees who needed it most — those that did not initially perform well in the pre-test.

“That increase in retention is a huge deal for us,” says Tamasi. “I don’t have to speculate. **I know by the numbers and reports that workers are retaining the information better.**”

Tamasi, Walden-Ralls, and Paredes all agree to an intangible benefit of increased confidence. “You can just see it on the floor. They interact more, even correct each other more, and are more at ease with their supervisors,” Tamasi says. And Walden-Ralls concurs, “It’s been so beneficial to see employees exude the knowledge and confidence to take ownership not just of themselves, but everyone on the floor.”

Walden-Ralls concludes, “I would recommend Alchemy training and Communications Program to every food company. **It’s really helped us to improve the overall quality of our product and what we provide to our customers.**”

For More Information

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