



## Challenge

- Verification of training for SQF audit
- Engaging food safety and quality training
- Supervisor-worker coaching and communication

## Solution

- Group-based training platform
- Food industry courseware
- Tablet-based coaching tool

## Result

- **11% reduction** in customer complaints
- **SQF audit ready**
- Supervisor-associate **alignment**
- Heightened employee **confidence & engagement**

“Because of Alchemy, everyone’s confident in themselves. And once that confidence is out on the floor, we produce the best.”

—Kimberly Arrick,  
Frontline Employee

## About Rudolph Foods

For over 60 years, Rudolph Foods has operated as a family-run company producing delicious pork rind snacks and cracklins. The company is the world’s largest manufacturer of pork rinds, and has expanded into other snack varieties under the popular brands Rudolph’s, Southern Recipe, Lee’s, and Pepe’s El Original. The company has over 400 employees at seven facilities.



## The Challenge

Rudolph Foods snacks are sold through retailers, including Walmart. In order to validate and verify their high standards for food safety and quality, Rudolph Foods embarked on an SQF certification and audit process.

But the company’s food safety training program needed a significant upgrade. Michele Gardner, Director of HR and Safety, recognized the need to improve audit-readiness through more efficient delivery and documentation of training. “We needed a training and reporting system that would prepare us for SQF audits. **Our paper-based system made it difficult to generate the reporting we’d need.** The sign-in sheets led to record-keeping headaches,” says Gardner.

Rudolph Foods also recognized that the training courses and delivery did not meet their high standards. Employees were not active participants in the training sessions and the training was inconsistent. “It was just someone reading to us. I wasn’t interested in what there was to learn,” says Kimberly Arrick, a frontline employee for over twenty years.

Finally, ensuring that the training in the classroom was actually implemented on the production line was critical. Rudolph Foods needed a closed-loop system for supervisors to observe frontline worker behavior and provide coaching and remedial training as necessary.

## The Solution

Rudolph turned to training and coaching solutions from Alchemy. Over three million workers at 50,000 locations use Alchemy's training, coaching, and reinforcement solutions to **reduce workplace injuries, safeguard food, and improve operations.**

Rudolph implemented Alchemy's group-based training platform to elevate employee knowledge and confidence. The platform incorporates interactive



*Alchemy group training platform reduces time off the floor.*

remotes, gamification, and quizzes to heighten engagement. The Alchemy courses have been specially developed for the learning needs of frontline food workers. "The Alchemy system demonstrates the wrong way of doing something, and it also demonstrates the right way," says Gardner.

The platform **tests comprehension in real time while providing automated, electronic records** for keeping Rudolph audit-ready 24/7. Rudolph also developed additional interactive courses that were specific to their operations using Alchemy Creator.

In addition, Rudolph Foods implemented a coaching program with Alchemy Coach. The tablet-based app enables supervisors to ensure employees are applying the training concepts on the job. Supervisors can conduct and document safety and SOP observations and provide real-time coaching and training.

## The Result

Rudolph Foods began to see positive results soon after implementing the program. The company saw an increase in audit scores across all of their locations. The program has also improved customer satisfaction. According to plant manager Gary Burns, "**We have reduced our customer complaints by 11%.**"

Alchemy Coach has enabled the company's supervisors and managers to have better interaction with the frontline workforce. "**Alchemy Coach helps us verify employee behavior and provide instant retraining or remediation.** We've seen so many benefits using Coach," says Gardner.

By strengthening training and encouraging on-the-job observations and coaching, employees are taking a



*Supervisor demonstrates proper task procedure using Alchemy Coach.*

more active role in continuous improvement. "Because of Alchemy, everyone is confident in themselves. **Once employees have confidence out on the floor, we produce the best,**" says Arrick.

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