



## Empowering People

### CLIENT SUCCESS STORY



From its humble beginnings as a family-operated roofing and custom sheet metal fabrication business with just five employees and two small trucks, Allied Building Products has grown into one of America's largest distributors of residential and commercial building products. A subsidiary of Oldcastle Inc., the North American holding company of Ireland-based CRH plc, Allied operates nearly 180 locations from coast to coast. The company boasts well over one million square feet of warehouse and office space; a fleet of nearly 2,800 vehicles; and a workforce of 3,100 dedicated professionals.

Vertical / Industry: Distribution

Region: North America

Live Since: 2010

Number Of Employees: 3,100

Platforms/Solutions:

Cornerstone Learning

Cornerstone Connect

Future Platform:

Cornerstone Performance

Cornerstone Succession

Business Impact:

Cost Savings

Compliance

Productivity

Company Profitability

Talent Readiness

[www.alliedbuilding.com](http://www.alliedbuilding.com)

## IMPROVING SAFETY COMPLIANCE AND REDUCING TRAINING COSTS

### BUSINESS CHALLENGES AND OBJECTIVES

As a building products distributor with over a half century of experience, Allied Building Products is in the business of building America through superior customer service and diverse product offerings. From coast to coast, specialty contractors, large-scale builders, architects, big-box retailers, and homeowners find value through Allied's 3,100 employees who, each year, deliver over 60,000 unique SKUs from their three major product divisions: Interiors, Exteriors, and Solar. To deliver this superior customer service, Allied maintains a strong commitment to employee development as a central tenet to its success.

Despite this commitment to its employees and customers, Allied found itself facing a highly decentralized training landscape. Initiatives, scattered amongst HR, IT, Safety, Credit, Finance, and Inventory, resulted in various degrees of quality control, skyrocketing expenses, and cumbersome development processes that made deploying, tracking, and reporting nearly impossible. Ultimately, the combination of these obstacles resulted in confusion and a lack of full user engagement.

Seeking to centralize its offerings, bolster the effectiveness of on-the-job training, and improve tracking and reporting capabilities, Allied recognized the need to transition its existing silo'ed training initiatives into a dynamic, streamlined Learning Management System (LMS) that would:

- Leverage e-learning opportunities via a singular platform
- Give employees greater access to training regardless of location or computer proficiency
- Eliminate the need to pull employees off the job for training activities
- Allow for better management and tracking of employee development
- Reduce administrative and training costs
- Enable end users to communicate with each other

### THE JOURNEY/SELECTION PROCESS

Seeking a technology platform that would house content, track activity, and support communication, Allied undertook the difficult task of identifying a suitable vendor. Cornerstone OnDemand's Software-as-a-Service (SaaS) delivery model emerged as the ideal choice, since it offered an intuitive end-user experience, tracking capabilities, the ability to import employee data and self-created content, and easy customization options. "It allowed us the ability to customize the look and feel of the system at every single level," says Vinnie DiSalvo, Training Specialist for Allied Building Products. "No other vendor could give us that capability with the ease that Cornerstone gives."



"Cornerstone allows us to demonstrate that when we say people are our most important assets, we mean it. It has created a culture of people development while adding to the value that we were already bringing to our customers."

Ken Smith  
Senior Manager, Employee Development  
Allied Building Products Corp.



Vinnie DiSalvo  
Training Specialist  
Allied Building Products Corp.



Screenshot of Allied Building Products Welcome Page

In mid-summer 2010, Allied invested in Cornerstone Learning along with its social networking platform, Cornerstone Connect. Implemented quickly, Allied launched the first phase of its new learning platform, Employee Development University (EDU), on November 1, 2010. The goal: drive the highest possible user adoption.

### THE RESULT/BUSINESS IMPACT

Within just six months of launch, EDU exceeded Allied's expectations. Thrilled to finally know where to go for training, employees took to EDU with great enthusiasm. Despite some initial management hesitation due to a perceived lack of computer proficiency, Allied's 1,800 blue-collar workers eagerly accepted responsibility for their own development. On average, 80 employees logged into the system each day and Allied recorded 2,400 unique log-ins with 32,000 course completions during those pivotal first few months.

Phase 1 focused on onboarding and training new hires on mission-critical curricula such as Safety Compliance, Allied's Code of Conduct, and Sales Training. Phase 2 expanded the initiative to include the entire Safety Compliance curriculum, which consists of 80 different modules that are required for recertification of existing operational employees. Phase 3 took place over the entire first year by delivering 500 learning objects, including online courses, tests, instructor-led training events, workbooks, handbooks, and other materials.

"A couple of years ago, employees would ask, 'What's there for me in terms of my development and career?'" says Ken Smith, Senior Manager of Employee Development. "Now, people see EDU as a tool to help them enhance their skills and knowledge in their current role and/or prepare them for a future role."

Additional benefits realized include the following:

#### Improved safety compliance

Proving employee compliance in safety training is paramount for Allied, yet its previous system involved time-consuming manual tracking of participation in critical courses. Thanks to Cornerstone's advanced tracking capabilities, Allied regularly accesses real-time reports to see employees progress with regard to required courses. As a result, Allied's tracked compliance reporting increased by 50 percent in just six months.

#### Cost savings

By centralizing its training offerings, Allied will recognize a 20 percent bottom-line savings over 3 years through reduction in travel and the ability to deliver virtual and on-demand classes.

The company now delivers training to the entire organization for less than it previously spent to deploy and track safety compliance training alone.

#### Greater leadership engagement and involvement

From the C-suite to the front-line manager, Allied's entire management team eagerly jumped on board the new platform, assigned courses to their employees and participated in training themselves. Perhaps no executive embraced EDU as enthusiastically as Allied's Chief Sales and Marketing Officer, Greg Bloom. Not only did he encourage Allied's Regional Sales Managers to achieve 100 percent attendance in monthly virtual training courses, he has embraced the platform as a means of staying connected with the sales force and reinforcing basic sales fundamentals.

#### FUTURE PLANS

Allied plans to build on the success of EDU by developing new curricula for additional company roles to help employees become more successful. The company is also in the process of creating a performance and talent management process to help identify and nurture high-potentials through individual development plans. These future leaders' progress will be tracked via Cornerstone.

**Cornerstone**

ON DEMAND Empowering People

Cornerstone OnDemand is a global provider of comprehensive learning and talent management software and services. We enable organizations to meet the challenges they face in empowering their people and maximizing the productivity of their human capital. To learn more, visit [www.cornerstoneondemand.com](http://www.cornerstoneondemand.com).