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**Fieldale Farms**  
automates and tracks  
company-wide  
training with LMS365

# Challenge

## LMS365 supports the training needs of Fieldale Poultry Farms

When Fieldale first discovered LMS365 in their research phase they did not have a Learning Management System (LMS) in place. The company was facing difficulties with automation when it came to employee training: tracking of training certifications and expiration dates was accomplished through a mixture of Excel spreadsheets, shared network folders, and partially by an AS400 application. Furthermore, actual training consisted of classroom sessions, COTS videos, or simply having an employee read through a policy and sign a compliance agreement – there was no concrete way to determine whether what employees were learning was resonating.



***The system creates a personalized learning environment for each employee, which allows them to concentrate much more.***

Organizational Development Specialist, Fieldale

# Challenge

This process was also impacting day-to-day operations. Documenting training had historically been accomplished via physical signatures on hard copy paperwork resulting in a record retention burden that continued to grow as new employees were added to the workforce. This, in conjunction with increasing regulatory requirements, limited the company's agility.

# Requirements

A working group comprised of representatives from Fieldale's IT and HR departments, subject matter experts from their Safety and Food Quality departments, and the company's corporate attorney team drove the decision for implementing a LMS that included the following features:

- ✔ **A system that was easy-to-use on the front and back-end as users would vary in technical experience**
- ✔ **A vendor that provided robust and efficient customer support services**
- ✔ **A strong customer base and market share**
- ✔ **A system that went beyond the technical to provide a long-lasting return on investment**

# Solution

After Fieldale's Organizational Development Specialist, narrowed down the selections to three vendors, the working group went through another round of research to examine each LMS in more detail. The field was narrowed to LMS365 and one other vendor. Fieldale worked with both to establish access to sandbox environments to facilitate testing of the user experience with a sampling of the company's workforce. After compiling the data from the sandbox tests and working group feedback, LMS365 was selected. The rollout of LMS365 would take place in three phases:

-  **Phase I: 1,500 users across one facility**
-  **Phase II: 2,300 users across two facilities**
-  **Full implementation: 4,800 users**

Fieldale's first deployment automated the training portion of the organization's onboarding process at one of its three large processing facilities. This deployment consisted of 1,500 user licenses, 10 thin client kiosks, and the hiring of a full-time administrator to manage courseware and users. Since January 1, 2017, all new employees at the pilot facility have completed their orientation training via LMS365.

Existing employees are also required to complete several types of annual food safety and personal safety compliance training courses. Over the past several months, the facility's LMS administrator has adapted many of those courses for use with LMS365 and the first employees began completing annual refresher training in February.

# Results

A few months into Phase I and Fieldale is identifying some key results that include better process automation and more efficient tracking of training history. Additionally, there has also been increased engagement and knowledge retention among employees through the use of the learning platform. That is not to say that implementing a new system was easy: adapting the system and the company's processes to accommodate Fieldale's diverse workforce was challenging. Many users possess little or no computer skills and limited linguistic proficiency, which has required the hiring of an administrator with exemplary interpersonal skills, as well as the use of courseware focused on pictures versus words. However, this challenge also created the opportunity for training to be tailored in a way that supported unique learner needs.

With LMS365, the Fieldale training team is able to create a personalized learning environment for each employee, allowing them to concentrate fully on the training. This is in stark contrast to the historical method of merely watching a video in a room full of other employees and distractions. It has also provided more scheduling flexibility to Personnel Assistants because they can start training new employees immediately as opposed to waiting until they have a large group.

 ***Employees seem to take training much more seriously. They also enjoy being "rewarded" by getting a certificate each time they complete a course. I think it's been a morale booster to see that the company is taking a vested interest in ensuring employees are trained properly.***

-  **Increased engagement and knowledge retention among employees**
-  **The Fieldale training team is able to create a personalized learning environment for each employee**
-  **Training new employees immediately as opposed to waiting until they have a large group**

# Future

Though still in initial stages, LMS365 promises to support a bright future for Fieldale Farms. A survey implemented at the end of the company's orientation program continues to provide positive feedback from new employees.

Furthermore, previous employees that were rehired have stated that they think the individualized training experience is much more effective. In the future, the training team plans on deploying additional surveys on a random basis as tenured employees report to the training center for refresher training to gather data on long-term user experiences.

Ultimately the goal is to transition to a primarily paper-free training documentation process and employees who are trained more effectively.

# About

Fieldale Farms is a family business, still owned by its founders, but has grown to become one of the largest independent poultry producers in the world. The company started in the poultry business more than fifty years ago in the countryside of Northeast Georgia. Fieldale Farms produces and markets poultry products. It offers natural whole birds; cut-up, skinless, and boneless chicken parts; and breaded and marinated, ready-to-cook, and fully-cooked products. The company also supplies private label products to grocery chains. It serves customers in the United States and internationally.

## Quick facts FIELDALE FARMS

**Industry:** Poultry Processing

**HQ:** Baldwin, GA

**Established:** 1972

**Web:** [www.fieldale.com](http://www.fieldale.com)

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