

Bison Transport subsidiary Britton Transport lowers training costs, improves outcomes with Luma eNugget LMS



CHALLENGE

Britton Transport was using a video-based driver training platform with outdated, unadaptable and non-user-friendly content. For drivers, the most irritating aspect of training was having to re-watch full-length videos anytime they wrongly answered test questions.

SOLUTION

Britton Transport is owned by Bison Transport, the largest cross-border transport and logistics operator in North America. The Grand Forks, N.D.-based company operates 150 tractors that power a fleet of dry van, flatbed and refrigerated trailers.

In January 2020, Britton Transport implemented the Luma eNugget learning management system (LMS). The LMS comes with a collection of nearly 600 customizable learning modules that cover relevant driver safety, compliance and orientation topics with content in mixed mediums.

With Luma's flexible design tools and templates, Hannah Defever, Britton Transport's safety specialist, quickly adapted the content and media to fit the fleet's specific training needs.

"I am able to copy and modify existing content from any of the Luma eNugget modules to create new training for whatever topic I want," she said.

RESULTS

Britton Transport immediately saved in subscription costs by switching to the Luma eNugget LMS but more importantly achieved a higher level of training efficiencies and learning outcomes by:

- **Compressing orientation time more than 50%.** Previously, drivers spent up to 15 hours to complete training assignments for orientation and wasted time re-watching videos. Drivers now complete an orientation packet of Luma eNuggets in under 7 hours.
- **Eliminating paperwork.** Britton Transport uses Luma's Rapid Forms tool to digitize employment forms. Drivers complete forms online before coming to the office. This creates more time for hands-on training, road tests, and meeting fleet managers.

- **Holding drivers accountable.** Britton Transport uses the Luma eNugget LMS to assign remedial training when drivers are involved in accidents or have critical safety events. Drivers have 24 hours to complete the assignments or they will not receive a dispatch. The company also assigns quarterly training topics.
- **Accommodating driver needs.** Luma eNuggets have media and content types that match individual learning needs and preferences. A driver with a hearing impairment, for example, can use text or watch videos with captions. Drivers for whom English is a second language can use embedded transcripts to read and listen to content in their native tongues.



Engaging drivers through distance learning

Switching to the Luma eNugget LMS in January prepared Britton Transport for the COVID-19 pandemic. Starting in March 2020, the company gave drivers the option to complete orientation training remotely.

"Some drivers were more concerned than others and wanted no contact," said Defever.

Drivers are able to complete the orientation program using any mobile device with an Internet connection. Britton Transport also has tablets it can ship to the hotels where drivers stay before they come to the office for a drug test and to complete a road test.

Recently, Defever created a "pace yourself" option that allows drivers to complete orientation training at home and take a drug test remotely.

In the second quarter of 2020, Britton Transport assigned a Luma eNugget on COVID-19 to all drivers as part of their quarterly training. For most drivers, it was their first experience using the new training platform and content.

"Drivers told us the training is definitely more user friendly and easier to follow than before," Defever said.