

“As our company continues to grow, we’ll continue to rely on J. J. Keller **Video On Demand** training.”

– Frank Lopez
Safety Director
Brady Trucking, Inc.
Vernal, UT



Frank Lopez is the Safety Director over Brady Trucking, Inc.’s 150 drivers. In the past year, the company’s size has doubled, and they now have divisions in Utah, New Mexico, North Dakota, and Colorado.

With Brady’s impressive growth, Frank realized that Video On Demand (VOD) would be an effective method for helping to train drivers in four different states. *“I researched the format, saw that J. J. Keller had it, and contacted my sales representative. She set me up with some courses to try, and I saw the benefits right away,”* he says. *“We started with a couple of titles at a time using Pay Per View, but we liked the format so much that we switched pretty quickly to the unlimited subscription service, which was an even better value to us.”* As the company grows, more and more training will be done in the VOD format.

Frank chooses the courses and creates the company’s overall training plan. Drivers receive monthly training at corporate headquarters and operations managers at each of the four divisions also conduct quarterly training. Frank goes from location to location offering supplemental instruction on topics such as CSA and vehicle inspections.

“The VOD programs save me huge amounts of time,” Frank observes. *“They’re already put together with what our drivers need per topic, and I can just forward*

“It’s amazing what old dogs forget and what new drivers never learned. That’s why ongoing training is so important.”

*“After having gone through J. J. Keller’s **CSA: A Driver’s Guide** and **CSA: The 7 BASICs**, our drivers have a much greater understanding of how CSA affects them personally. They’ve got a better grasp of the importance of a good roadside inspection, and the benefits of doing a thorough pre-trip inspection. Plus, they’re practicing what they’ve learned.”*

Frank uses his tablet to take supplemental training directly to his employees.



the access codes to our operations managers. They’re based on a common platform that works with our computer system, so there’s nothing else to install or connect to. The programs are easy for drivers to understand, clearly state the information, and don’t leave regulations and procedures open to interpretation.”

“Creating master drivers is our company goal, and drivers have the power to further their careers and commissions by participating in training,” says Frank. *“But our biggest training obstacle is getting drivers off the road and into a classroom or in front of a computer. We service oil field customers, so we’re running 24 hours a day, every day of the year. That’s why VOD training is ideal for our company. VOD training where drivers can participate when they’re free*

Frank likes how J. J. Keller training encourages lively discussions with trainees.



reduces downtime and is much more cost-efficient with our many drivers at different locations.”

“One of the most critical features of the training for us is the documentation. A driver can’t move forward through the programs unless they’re responding to the questions and recording their answers. If the FMCSA were to review our records, the online documentation features of the programs would provide a clear picture of our training.”

“It’s been proven to me and my peers that safety and training help retain quality employees. It’s hard to prove a specific return on investment on them, but it’s a crucial part of doing business. That’s why we do business with J. J. Keller.”

Frank’s subscription service allows him to print out training support materials.

