



Bulk Transportation Selects OmniJoin for Customer Service, Security and Price



About

Bulk Transportation is a privately held California Corporation in continuous, uninterrupted business since 1958. Since inception, Bulk Transportation has specialized in transportation of dry and liquid commodities. Through commitment to its core values of safety, ethical behavior, and accountability of all company representatives, the organization has grown rapidly over the years. Bulk Transportation, and their sister company West Coast Bulk, have eight terminal operations in California, Oregon, Nevada, Arizona, New Mexico, and Texas with approximately 300 employees.

The Need

Bulk Transportation specializes in the bulk movement of liquid and dry products for a variety of industries, including mine properties. Drivers delivering to the mines must undergo Mine Safety & Health Administration (MSHA) training before they can enter the mine properties, and Bulk was previously conducting costly in-person training for each employee. They began the process of redesigning the program and wanted to find a more efficient way to train their drivers on MSHA and other regulations. In 2009, Bulk decided a web & video conferencing platform would be the best route for their programs, and began evaluating over 10 different systems to see who could best fit their needs.

The Solution

After reviewing a wide range of systems, including WebEx, Adobe Connect, Lifesize® and GoToMeeting, Bulk chose OmniJoin due to the high quality of service, focus on security and an affordable price. Bulk implemented OmniJoin to facilitate their MSHA

Case Study | Transportation

“OmniJoin has been a great partner to Bulk through the years. We rely on their service to onboard and train employees, connect with our terminals and conduct management meetings every day. We have been very happy with the service and the improvements they have made over the years to keep up with our changing business.”

Frank Cutter, Bulk VP of Safety and Human Resources

training sessions, where each session is led by an instructor who trains on two-way video through lectures, PowerPoint presentations, video sharing and annotation. Participants are occasionally asked to interact with the instructor through OmniJoin's collaborative whiteboarding features, chat or two-way audio communication, so the instructor can ensure the employee is engaged in the training session. MSHA recently required all training be conducted on a system with two-way audio and video, a requirement Bulk already met through their use of OmniJoin.

Since launch, Bulk has expanded their use of OmniJoin to support their entire onboarding process, including new hire orientation, DOT regulation training, company policy review and OSHA regulation training, all of which are required before an employee can be released for duty. Bulk used to fly each new employee to their headquarters for orientation. Now, they conduct orientation at their remote terminals by uploading the new hire paperwork to OmniJoin prior to training. This entire process takes a minimum of five days, and by conducting the process remotely, Bulk has seen significant travel cost savings.

Measurable Benefits

- High quality customer service
- Secure technology
- Affordable price
- Collaboration tools including whiteboarding
- Supports both virtual training sessions and employee onboarding

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