

IN-HOUSE TRAINING PROGRAM IMPROVES G+D'S TURNOVER AND RETENTION ISSUES

ABOUT GIESECKE+DEVRIENT CURRENCY TECHNOLOGY

AMERICA, INC. G+D creates confidence with built-in security technology in three segments: digital security, financial platforms, and currency technology. G+D has been a reliable partner to its customers for more than 170 years, and is well positioned to support customers on their future journey.

G+D's Twinsburg facility is one of the leading producers of credit and debit cards. As a one-stop shop, G+D produces and personalizes hundreds of millions of payment cards every year. G+D is a payment technology leader, creating contemporary physical and digital customer experiences.

THE CHALLENGE. G+D reached out to MAGNET, part of the Ohio MEP and the MEP National Network™, for assistance in improving its employee training program.

G+D's leadership felt that there was a lack of supportive training tools and an environment to learn. In addition, G+D was experiencing low retention and high turnover. These issues were impacting efficiencies in its manufacturing facility.

MEP CENTER'S ROLE. MAGNET utilized its Grounded Theory Qualitative Research process to develop a strategy to improve G+D's turnover and retention issue. By completing in depth interviews of G+D's employees, and then presenting data from the interviews to G+D's leadership team, MAGNET gave suggestions and recommendations to improve the issue. Recommendations included using a "train the trainer" model to make them self-sufficient.

MAGNET's recommendations helped G&D meet its objectives of creating a training program; redoing orientation and on-boarding process; moving from a temp to hire process to a permanent entry method; and hiring a full time recruiter. This project resulted in a reduced training period length of new employees by 50% and also reduced the employee turnover rate by 50%.

"G&D reduced training period length of new employees by 50% and reduced the employee turnover rate by 50%."

-Jess Hogan, Continuous Improvement Manager

RESULTS



\$10,000,000 in new products



\$6,000,000 in new investment



\$1,000,000 in cost savings

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**Manufacturing
Extension Partnership**