SmartTagIt
BY FACTORLAB

JJ Albanese moves from "system satisfiers" to "continuous improvers"

Customer Spotlight

JJ Albanese

jjalbanese.com / @josephjalbaneseinc

Santa Clara, CA headquarters; Founded 1955

ENR Top 100 Professional Services Firms 2017-2021

#5 2022 Top Family Owned Business in Silicon Valley Award

Safety System Challenge
Onerous Pre-Task Plan process led to a check the box approach.

Response
Simplify the way the field engages in Pre-Task Plans and involve senior leaders in the review and feedback process.

Our CEO Barry Nelson knows how to make an impression when talking about SmartTagIt. In fact, at one conference, he made such a compelling case that attendee John Messing kept championing the platform across two separate companies before finally introducing it as Safety Director of JJ Albanese.

It wasn't just a case of conference charisma. Messing couldn't deny the uniqueness of a pre-task planning tool that incorporated live video footage. He was also impressed by the backend capabilities that came with SmartTagIt—a set of impressive analytics derived and calculated automatically from pre-task planning conversation footage using natural language processing (NLP) technology, all to set the stage for more targeted safety coaching.

CHANGE IS HARD.

Coaching was sorely needed as Messing eyed the goal of bringing JJ Albanese to zero safety incidents. Sure, the company's current safety processes yielded 99% ratings, but what did those ratings really mean if incidents continued to occur?

At the same time, changing behaviors is a big ask, especially given all the pressures field teams are under to get out there, get working—and get things done. In this context, safety tasks feel more like a time suck. And schedules are only getting shorter as clients face tighter timelines. Typically, teams have around 10-15 minutes to complete stretch and flex, job site safety meetings and pre-task planning.

As a result, pre-task planning had become a copy and paste affair, with leaders using the copy/preview of their existing system to check the box and move on to field work.

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Business Impact

JOSEPH J. ALBANESE INC. EST. 1955 | D.O.W.
GETTING IT DONE SAFELY!

Customer since 2021

1500 PTPs per month
Number of Pre-Task Plans made every month

180 observations
Per week captured on video in under a minute yet containing rich detail on opportunities to improve or examples of good practices

200 field leaders
Improving daily planning conversations

Rolling out SmartTagIt strategically. But before teams could start improving their approach to pre-task plans, they had to get up and running on the platform. First, to ensure a smooth adoption process, FactorLab helped Messing select a small group of high-profile foremen to pilot the app and share exemplary pre-task planning videos with team members. By leveraging their influence, Messing could more easily expand implementation across field teams. The company also provided special training sessions to make sure even non-digital native team members could download the app and get acquainted with the interface.

"We chose SmartTagIt because it's a really easy application to use [...] That ease of use helps people who have challenges with technology, and we've seen that. People that really struggle with other systems we have do really, really well with this. The feedback we've had has

been positive. Getting the right people to be positive about it was great," Messing observed.

Sharing knowledge & accelerating mentorship. Teams quickly found enormous value in the peer-driven nature of the safety feed. They could easily scroll through and learn from actual field conversations in action. And as team members become more comfortable engaging in conversations, everyone benefits from the breadth and depth of knowledge sharing. "Sometimes, for those that are on different jobs in a week, it's harder to draw them out, but some do speak up and it's great, because they bring another piece of knowledge from another job," Messing said.

Field leaders also have the option of filtering reports with the hashtag "Best practices" to share exemplary videos instead of struggling to distill complex ideas in writing. And when they want to deliver coaching,

"Through the course of my career, I understand that the companies that truly do pre-task planning properly really do see a significant reduction in injuries and incidents [...] and they also see an increase in production. I hadn't seen a product that really did what SmartTagIt had done ever with the video component of it, and more importantly, the backend "

John Messing, Safety Director

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all they have to do is leave a comment on a video—or even film their own in response. With the help of dashboards, leaders can also manage the scale of conversations while strategizing on quality and delivering pinpointed mentorship.

Can I use SmartTagIt for this?
As the company found fast success with video pre-task plans, SmartTagIt caught the eye of CEO Philip Albanese, who began asking about new use cases for the platform. Now, teams are beginning to use the video feature to capture safety observations as well. In fact, that's how Messing and his team were able to identify a crucial training need related to project managers.

As it turned out, project managers were missing a lot when they completed observations. Thanks to the new video component, safety leaders who reviewed the footage could actually see those missed elements and apply coaching. Messing's team accompanied project managers to job sites to help them readjust their approach to observations and see more clearly through the lens of safety. They also added a training goal

to performance reviews to make sure project managers completed these trainings and improved their approach to observations.

An open-and-shut case of improvement. Perhaps one of the strongest indicators of SmartTagIt's efficacy was an unplanned one. When a leadership change caused the discontinued use of SmartTagIt, the safety incident rate increased. The rate declined again once the company reinstated the platform—and it became increasingly difficult to deny the progress the company was making with the help of SmartTagIt. Now, even the company's CEO is involved in expanding the use of SmartTagIt as the company prepares to take advantage of the platform's BI solution.

Thanks to the success of the pre-task plan and observation rollout, the company has made measurable

improvement on safety incidents and enhanced professional development across the company. For example, Messing and his team are currently developing peer-to-peer onboarding videos for new hires so they can get the most practical on-the-job training possible. They're also gearing up to start leveraging analytics related to quality with the help of the FactorLab team.

GET A NEW VIEW ON YOUR SAFETY CULTURE

If you're looking for a new approach to safety, you've come to the right place. Let's connect on how we can help you better understand your safety culture, empower field leaders with practical coaching tools and track continuous improvement according to the right indicators.