



**CORNERSTONE**<sup>™</sup>  
BUILDING BRANDS

**Case Study**



# The Problem

Cornerstone Building Brands, the single largest manufacturer of exterior building products in North America, was searching for a way to boost worker engagement and improve its overall company culture. Like many industrial companies, Cornerstone Building Brands was facing both recruiting and retention challenges, seeking for ways to hire and keep younger workers while protecting the intellectual capital of more seasoned employees. Despite three years of effort, the company was not satisfied with its headway on this important goal. Contributing to the problem were that many processes involving safety, quality and continuous improvement were still paper-based, making it nearly impossible to create meaningful change in a timely fashion.

Cornerstone Building Brands was determined to leverage the power of new technologies like IoT and smart PPE to address this challenge. The goal was to create an environment that could support stronger communication, including real-time responses to worker observations. That environment in return would hopefully spark greater engagement among all employees, from the shop floor to the managers' desks, creating a new culture that empowered every level of worker to make the organization faster, safer...and better.

Employee Benefit News (EBN) reports that **it costs employers 33% of a worker's annual salary to hire a replacement if that worker leaves**. In dollar figures, the replacement cost is \$15,000 per person for an employee earning a median salary of \$45,000 a year, according to the Work Institute's 2017 Retention Report.

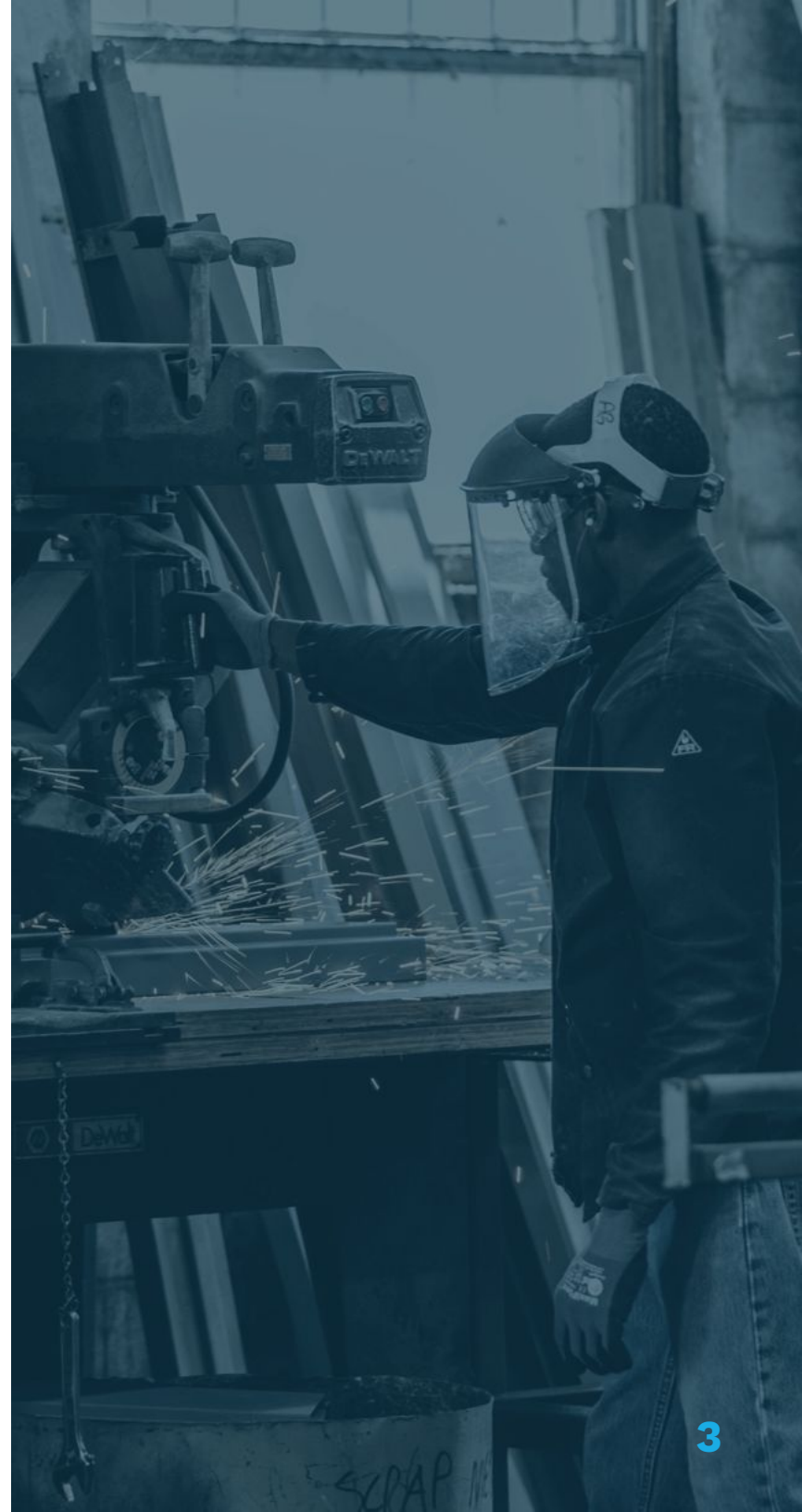
Bolden-Barrett, Valerie. "Study: Turnover costs employers \$15,000 per worker" HRDive.com. Aug. 11, 2017. Web.

# The Solution

## Enter Corvex.

In October of 2018, Cornerstone Building Brands embarked on a pilot using the Corvex Connected Platform. The solution was chosen based on three primary qualifications:

1. Ease of use for workers and management.
2. Delivery of real-time data on a 24/7 basis.
3. The ability to extract data at a level granular enough to uncover and solve the root causes of issues.



# The Implementation

Initially, Corvex was implemented within just one team in a single facility. The implementation went quickly – operation in one week - and smoothly. Workers immediately began creating observations from the floor, pointing out safety and machine issues right away. In fact, so much data was generated during the initial phase that team leads and supervisors required additional training to learn how to manage and respond to the new influx of valuable information.

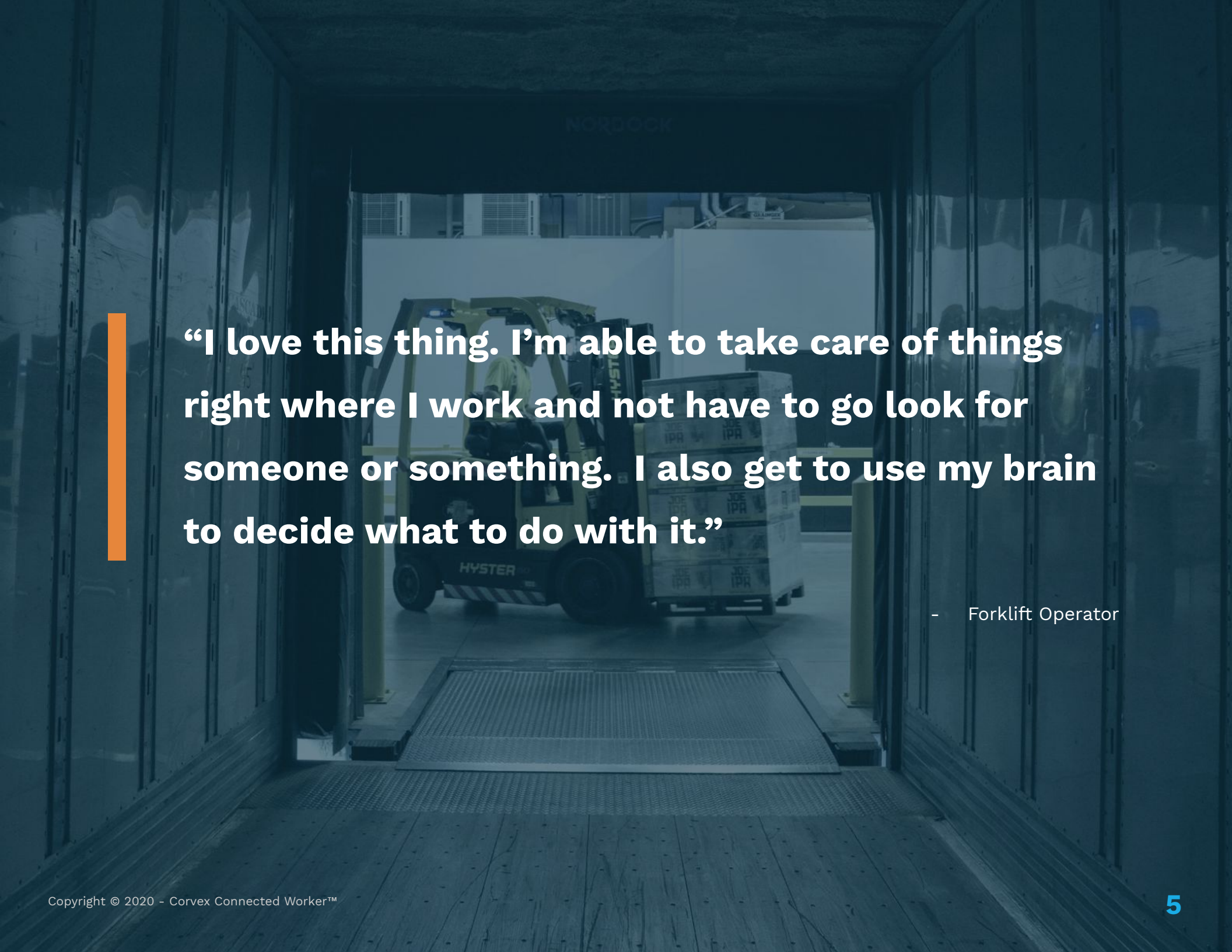
The supervisory team quickly realized that the Corvex solution not only provided information, it enabled the workers to resolve their own issues saving considerable time and overhead. In addition, they witnessed rapidly accelerating engagement and excitement as the team wholeheartedly embraced the new technology.

**“Corvex is like the sixth man for me when it comes to managing my team. It allows me to do my job and not have to micromanage.”**

- Shift Supervisor

Once initial results were observed, the manufacturer quickly rolled out the Corvex solution to the entire facility. Today the company’s leadership team is in the process of implementing Corvex across every facility within the organization.



A photograph of a warehouse interior, viewed from the back of a truck's cargo area. A yellow Hyster forklift is positioned in the center, carrying a pallet of stacked boxes. The boxes are labeled 'JOE IPA'. The forklift operator is visible on the machine. The scene is dimly lit, with light coming from the truck's opening. The text is overlaid on the left side of the image.

**“I love this thing. I’m able to take care of things right where I work and not have to go look for someone or something. I also get to use my brain to decide what to do with it.”**

- Forklift Operator

# The Implementation

Although the Corvex solution has been in place for less than a year, the results so far have been extraordinary. To date, Cornerstone Building Brands has seen a **117% increase in defects caught in production year over year while post-delivery quality issues have decreased by 47%**.


Other measurements have also demonstrated not only outstanding productivity wins for the Corvex implementation but also substantially stronger safety metrics.

**20% decrease in machine downtime = 1% increase overall in productivity.**

**33% reduction in recordable injuries.**

Statistics around safety, productivity and quality have improved significantly in the short time since the Corvex platform was implemented across every facility. More importantly, however, the organization saw a marked increase in its most desired metric – engagement.

98% of employees were engaged in the new continuous improvement processes via the Corvex solution. In addition, Cornerstone Building Brands witnessed a 5% reduction in floor turnover.



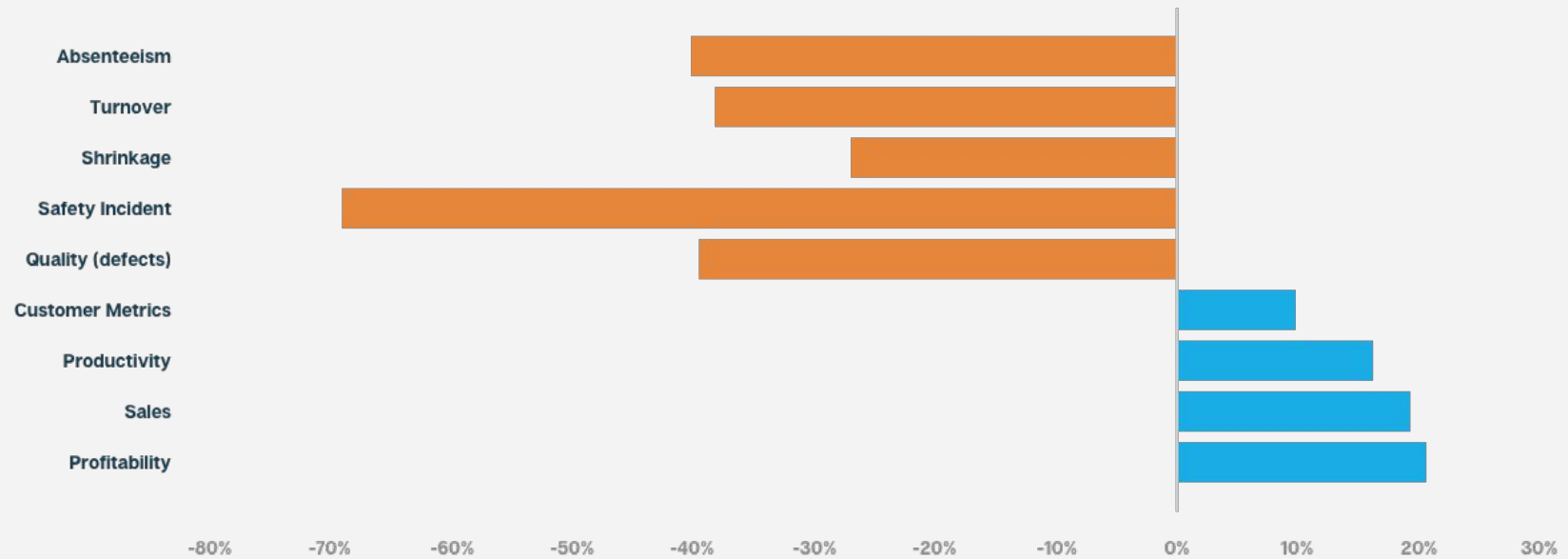
**“I’ve had the privilege of watching this movement and the empowerment it encourages. The stats are real, and I agree it’s the workers who’ve made it possible.”**

- Cornerstone Executive

# Engagement

## Engagement's Effect on Key Business Outcomes

When compared with business units in the bottom quartile of engagement, those in the top quartile realize improvements in the following areas:



Gallup Study on Engagement



# Next Steps

One of the most important characteristics of the Corvex solution is its ability to analyze data concerning leading as well as lagging indicators. As this customer embraces even more fully the power of information delivered by the Corvex Connected Platform, a new set of metrics are emerging, driving stronger strategies going forward and delivering a much deeper look at important key business drivers like productivity, quality, safety, and engagement.

**“The tool gives everyone the chance to vent about the little things that eat away at them. It’s transparent at all levels.”**

- Team Lead

The Corvex team is now delivering even more value for Cornerstone Building Brands company-wide including:

- Sentiment meters that deliver real-time data on specific team morale and engagement.
- Individual coaching and content delivery for specific team members, in addition to immediate recognition via Corvex’ unique “thumbs up” mechanism.
- An algorithm that creates a unique engagement index to help managers identify potential pockets of concern surrounding retention.
- Data analysis to identify not only surface problems but the root causes of expensive remakes to further expensive costs post-delivery.
- Continuously updated Risk Exposure Index to identify potential problems before they happen.



# Inspired Thinking Creates Inspired Results.

Corvex puts the power of connected safety in the hands of workers resulting in engaged workforces and more effective safety management programs. The Corvex Connected Worker™ Platform uses IoT technology and real-time information to achieve the first truly proactive, predictive approach to safety.

Learn more at: [CorvexSafety.com](https://www.corvexsafety.com)

Corvex Connected Worker™

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