



EXPAND

FRANCHISORS

**USE LEARNING
TECHNOLOGY TO
BUILD COMPETITIVE
ADVANTAGE**

& Deliver the Experience Customers Expect



When a customer walks into a McDonalds, The UPS Store or Hilton Garden Inn, what's immediately clear is no matter the location it's always the same. The layout might be a little different, but the sights, smells and sounds, and hopefully the customer experience, is identical.

This is branding in its truest form, and it's probably most difficult to manage in a franchise setting. ***Success depends largely on how much training and support is delivered not only to new franchisees, but to veteran franchisees and their employees.***

Many franchises have smartly placed strong emphasis on developing a robust training program. In a common franchisee onboarding process, the individual visits the corporate office where he attends many days of training. He is told everything his store needs to project in order to remain consistent with the established brand identity. He's then sent home with a smorgasbord of information, often packaged in a thick binder that's to remain inside the new store.

“Every single step in the development of a new business should be documented, starting with the most basic: finding a site, opening a bank account, obtaining a federal tax identification number and even implementing good business practices in general. The operations manual should also include legal discussions on issues such as wage and labor laws, EEOC, sexual harassment, the Americans with Disabilities Act, and a variety of other laws affecting small business. And, of course, the franchisor must include very specific instructions on the operations of the business, reporting requirements and expected standards of performance.”

—Mark Siebert, Entrepreneur.com



Next, the new franchisee may spend time visiting existing stores to learn from experienced veterans and get some hands-on, real-time training. Once he or she returns to open a new store, additional training and support may be provided through annual conferences or a regional representative.

Each of these provide great value to the franchisee. But what if we provide even **better** training that is **more effective** and provides a **better return-on-investment** by augmenting the program with today's modern learning technology?

STUDIES HAVE SHOWN:





AND WHAT ABOUT TRAINING FOR THE FRANCHISE STORE EMPLOYEES? THE CHALLENGES THE FRANCHISEE FACES IN TRAINING TEAM MEMBERS ARE MANY:

- 1 There is often limited physical space for training in a store or restaurant.
- 2 Corporate's message can get lost in translation when the onus falls on the franchisee to deliver it.
- 3 Franchisees can leave initial training on information overload. When so much is presented in a short time frame, retention drops drastically, making it difficult to provide adequate training for employees.
- 4 Studies have shown training conducted in a one-and-done fashion, with no follow-up, reminders or coaching, is ineffective and has a low ROI.
- 5 Training can receive the necessary attention for the initial group of store employees but as growth and turnover happens, there can be a natural fall-off in attention and enthusiasm for proper training.

Let's see how modern learning technology can help fix these problems.



A KILLER TRAINING PROGRAM IS THE BACKBONE OF A SUCCESSFUL FRANCHISE



YOUR ORGANIZATION LIKELY FINDS ITSELF IN ONE OF TWO POSITIONS:

The franchise has reached maturity, and growth has begun to taper. The training program is out of date. In order to connect with today's audiences, remain relevant and reignite growth, the training program could use an overhaul.



The business is in the expansion phase, and in order to scale and maintain quality control, a strong training program is desperately needed.

The number one criterion potential franchisees consider when evaluating a franchise purchase is **franchisor support**. Whether your franchise is new and growing or a mature bastion of the market, think about it—or, better yet, ask your franchisees—whether the corporate headquarters is providing franchisees and their employees with exceptional training and support.

THIS CAN BE A COMPETITIVE ADVANTAGE. KILLER TRAINING AND SUPPORT LEADS TO

- ▶ *Attracting the top prospective franchisees.*
- ▶ *High franchisee satisfaction.*
- ▶ *Reduced turnover.*
- ▶ *Brand consistency and strength.*
- ▶ *Growth and financial success.*



eLEARNING AND KNOWLEDGE SHARING SOFTWARE TAKE FRANCHISE TRAINING FROM GOOD TO GREAT

“The benefits of e-Learning are clear: easy access, consistency of content, ability to update content quickly, and the capacity for expanded use.”

— *TrainingMag*

Today’s learning technology can augment a franchise training program in a way that increases retention, provides ongoing support and measures results.

Programs that rely heavily on in-person, travel-heavy training sessions can go from good to great when augmented with eLearning and performance support tools delivered via a knowledge sharing platform.

In-person training has special value, but there are many topics for new & existing franchisees that can be covered efficiently & effectively, and at a lower cost, with eLearning:



**INTRODUCING NEW
PRODUCTS AND
SERVICES**



**CUSTOMER SERVICE
PROCEDURES**



**NEW ADVERTISING AND
PROMOTIONS**



COMPANY SYSTEMS



**MANAGING A TEAM OF
STORE EMPLOYEES**



**CUSTOMER COMMUNICATION
AND SALES TECHNIQUES**



**STANDARD OPERATIONS
MANUAL CONTENT
AND MORE**



HERE ARE **11 REASONS** FRANCHISES SHOULD USE MODERN LEARNING AND KNOWLEDGE SHARING TECHNOLOGY:



Make better use of the time spent in person, or even shorten it to save time and money. Convert your standard “book learning” to interactive eLearning modules for new franchisees to complete before traveling to headquarters.



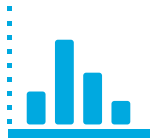
Training is available anywhere, at any time, from any device, making support an ongoing, at-your-fingertips experience.



Learners can easily go back and review material they’ve forgotten.



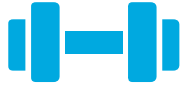
Coaching can be delivered on-the-job every day, immediately putting the information in context.



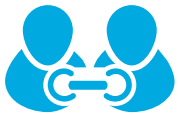
Knowledge platforms allow for the immediate collection of feedback and assessment data, to determine whether trainees liked the course and whether it’s effective.



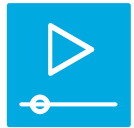
Ensure a consistent message is delivered store-by-store by creating eLearning content unique to each role at the store, and providing that content only to those who need it.



Knowledge platforms power automated follow-up with employees to provide ongoing coaching, a critical element often missing from franchise training programs.



Harness the power of social, collaborative learning by encouraging franchisees and their employees to interact with each other via online Q&As and discussions they can access from any computer or mobile device.



Support materials, such as procedural checklists, job aids and short videos, can be made accessible via mobile device to coach employees through important processes and procedures as they're completing them in real time.



With the right software solution, eLearning can be tracked, measured and directly tied to business performance metrics. The goal of training is to change behavior, and through eLearning, we can aggregate data showing effectiveness and impact on performance by store, region, division and more.



Training results data can be cross-referenced by store to revenues, Net Promoter Score information, employee turnover statistics, and other metrics to validate the efficacy of the training programs.



The best training programs go beyond just the initial lessons and provide ongoing coaching, support and collaboration. These programs increase knowledge retention, improve franchisee satisfaction and positively impact on-the-job behavior.

Think about the allocated budget for franchise training. There's the overhead cost of a training facility, materials costs for the creation and printing of handbooks, job aids and signage, travel costs for bringing franchisees to the corporate office, and more. Franchises are adding eLearning to training programs to better manage costs and share knowledge more efficiently.

IN ADDITION TO INTERACTIVE ELEARNING MODULES, KNOWLEDGE SHARING SOFTWARE IS A GAME-CHANGER FOR FRANCHISES:

- ▶ Secure, password-protected access portal
- ▶ Customizable learning paths based on role
- ▶ Distribute announcements, new content notifications and respond to questions
- ▶ Encourage collaboration among users
- ▶ Deliver and report on assessments
- ▶ Provide certifications
- ▶ View individual, store and regional reports
- ▶ Make available on-the-job performance support content
- ▶ Content is available 24/7 on any device—desktop, tablet or smartphone



If you're a franchisor interested in talking about how advanced learning technology can positively impact your business, get in touch. Expand's team of learning strategists and instructional designers are ready to help lay out a plan.

ABOUT EXPAND INTERACTIVE

We started Expand in 2008 with a clear mission to rid the world of ineffective, costly and—most of all—boring training. Ever since, we've been producing interactive eLearning that's not only impactful, but downright entertaining, and we've built a different kind of knowledge sharing software that tracks and reports on training effectiveness, not just completions. We're focused on helping organizations realize **real business outcomes** as a result of training.

Let's talk about how we might apply our expertise to your eLearning needs. **Reserve a free assessment** with a team of our instructional design and development pros.

TRAIN YOUR AUDIENCE. MEASURE THE IMPACT.