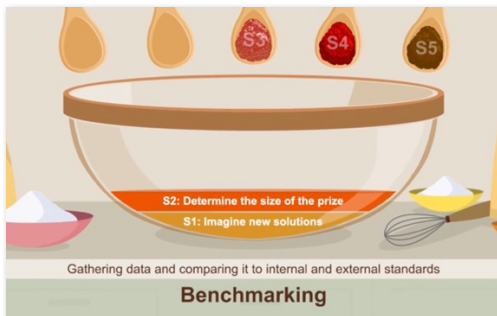


our client



smart recipe
CONSULTING

Smart Recipe Consulting helps businesses in all sectors to deliver high-quality customer service. They were founded on the beliefs that: 1) the key to an organization's success is a highly-engaged and satisfied workforce and that 2) happy employees result in happy customers. The Smart Recipe team draws on years of human resources experience at large retail organizations to craft a simple and proven approach to helping their partners create a culture of incredible customer service.



the opportunity

Smart Recipe Consulting partnered with Second Avenue Learning to create a series of training modules to support their mission: to help business deliver high-quality customer service. The modules are designed to offer supervisors tangible strategies for creating a culture of empowerment, continuous improvement, and customer and employee happiness. In conjunction with producing the training program, we were asked to help Smart Recipe Consulting rebrand by creating a new corporate website aligned to best practices in marketing and a new LMS for the sale and delivery of the training modules.

the solution

After reviewing their existing content and understanding their business goals, we partnered with Smart Recipe Consulting to:

- Author manuscripts and storyboards for the training program.
- Produce the modules, including visuals, animations, and audio.
- Create a new website, including content, e-commerce functionality, and an LMS for delivery of the training modules.
- Redesign their branding to reflect their expertise and values.

Since we help companies provide top-notch customer experiences, we have high expectations when we're the customer! Second Avenue Learning offered us a dedicated partnership that helped us build innovative learning content that stands out in the market. I couldn't be happier with the training programs we've built with Second Avenue Learning!

Jason Pierce, Chief Executive Officer, Smart Recipe Consulting

Second Avenue Learning supported Smart Recipe Consulting by reviewing and organizing their existing training content and determining the scope of each module based on best practices in learning design. We then collaborated with Smart Recipe Consulting to create a consistent and engaging visual design, to produce animated characters, and to select voiceover talent.

case study

advise • create • transform • measure



Simultaneously, Second Avenue Learning consulted with our partner on market positioning, branding, and messaging, to create a website that fits their mission and commercializes the modules. This work included ecommerce functionality and an LMS to deliver the training modules to Smart Recipe Consulting's customers.

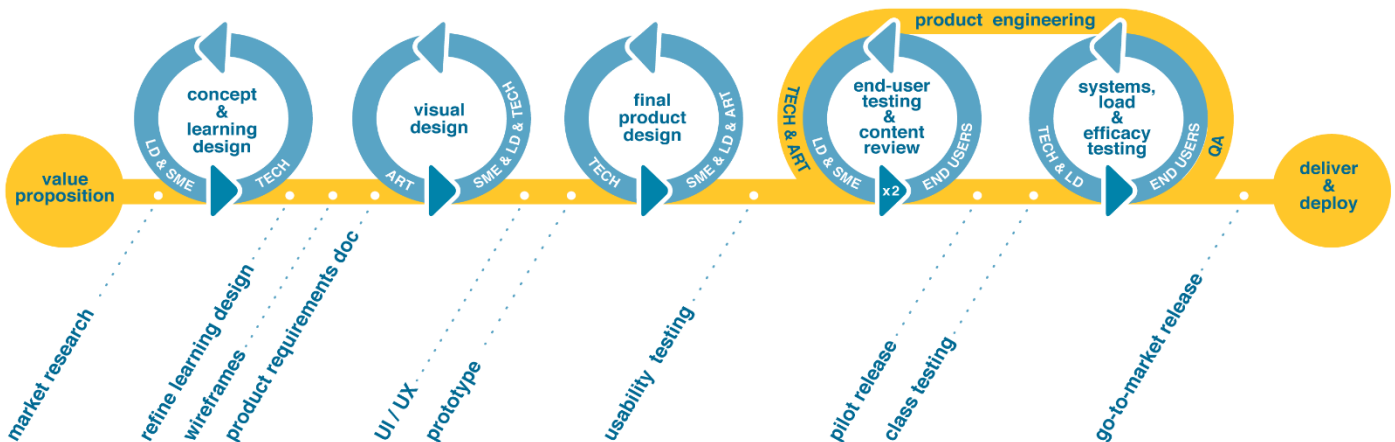
the impact

Through our collaboration, Smart Recipe Consulting created highly engaging and effective training modules aligned with their mission: to help their partners develop impactful teams that can build meaningful relationships with their customers. By working with Smart Recipe Consulting to strategize on their core business objectives at the outset of our process, Second Avenue Learning supported our partner in creating effective learning design, a new website, and new marketing material. Moreover, Smart Recipe Consulting was able to go to market with a consistent brand aligned with their learners' needs and their commercialization goals.



our process

Our partnership model allows us to support our customers across their businesses' needs, from product design to go-to-market strategy. When we engage with our partners, we work to understand their core business goals at the outset of our engagements; we can then build impactful learning design and support our partners' marketing and growth efforts. By collaborating on product design, marketing, and go-to-market strategy, we can help our partners build a consistent and effective brand aligned with their unique needs.



Let's start a new project together!