

8 Great

BENEFITS

of Delivering
Franchise Training
Using an LMS!



Introduction

You invest a lot of time and money to market and sell the quality and consistency of your brand, but do all of your franchises live up to your branding expectations? Do your customers enjoy a consistent brand experience no matter where they are? How then can you effectively standardize the customer experience? Procedures and guidelines are helpful, but providing consistent and ongoing training programs distributed across all of your franchise locations will help you to meet your mission critical objectives.

Successful franchisors understand that their commitment to providing ongoing training to their franchisees creates the foundation for profitability and brand success. Online learning allows franchisors to cost effectively develop and distribute training programs across widely dispersed locations via the Internet. More importantly, online learning creates consistency in training for all levels of staff. Learning management technology provides the ideal platform by which to deploy your online training programs. Not only can you to deploy your training programs, but you can monitor compliance, activity levels, and assess staff to ensure that they've understood what they've learned...that's just the beginning, and you have complete control.

“Training is one of the cornerstones of success for Jiffy Lube International. Our robust training program ensures that everyone who works in the Jiffy Lube system has a sound foundation to match the excellent customer service experience our customers have come to expect.”

*Steve Ledbetter,
President, Jiffy Lube
International ¹*



8 Great Benefits of Delivering Franchise Training using an LMS

Cloud-based learning management technology enables your franchise to create and manage training programs that improve employee and business performance. You can automate your training process from content development and course registration through tracking and reporting, in one easy-to-use software platform. Additionally, most Learning Management Systems (LMS) support online learning, traditional blended learning, social and mobile learning.

There are a multitude of benefits for implementing learning management technology for franchise training, the greatest of them being driving consistency to support your brand and increase your overall profitability. Additional benefits include, but certainly aren't limited to some of the following examples.

1. Cost Savings/Return on Investment

Onsite training can become quite costly when you consider time and travel expenses. Providing some training through an online LMS immediately reduces travel expenditures and administrative costs.

2. Increased Operational Efficiencies

Offering online training ensures that all your franchise locations receive the same consistent training so that they can operate in the same manner to provide the same level of quality that's recognized with your brand.

**According to
Capterra's latest
LMS Industry User
Research Report:
LMSs have the
greatest impact on
overall cost of
training!**

8 Great Benefits of Delivering Franchise Training using an LMS - *continued*

3. Rapid Scalability

Online learning via an LMS allows you to train small to very large numbers of employees simultaneously. No matter how fast your organization grows, or where employees are located, a cloud-based LMS meets your needs.

4. Remain Competitive

In order to remain competitive your franchise needs to evolve. Continuous training offered online can immediately keep your franchise teams current and up to date with new developments in your product line or service offering. Continuous training is also a great selling benefit to prospective new franchisees.

5. Convenient Accessibility 24/7

Training and reference materials are available on demand, anytime and anywhere there is an Internet connection. Today's LMSs can be accessed by desktop, laptop, or any other mobile device. Your employees can learn when it's convenient and have access to reference materials when they need it.

Q: What's your advice for other franchisees facing problems with service?

A: Our biggest tip is to invest the time in training. If you spend time on your people, you will always get a return on your investment.

*Al Pruitt, President of
Wendy's for Meritage,
Hospitality Group²*



8 Great Benefits of Delivering Franchise Training using an LMS - *continued*

6. Employee Engagement and Retention

Reduce turnover rates and the costs associated with employee turnover by providing continuous learning opportunities and skills development. Engaging employees through training and development helps to build confidence and loyalty; it motivates employees and ultimately helps to retain them.

7. Meet Compliance Requirements

An LMS allows you to easily meet regulatory or compliance training requirements such as OSHA or sexual harassment training. Reports are easily generated that capture employee participation in the courses, and tests can be implemented to ensure franchise employees understood the course materials. This can prove very valuable if liability or legal exposure is ever a concern.

8. Track and Monitor Employee Performance

Giving your employees access to the tools, resources and knowledge they need helps to improve their overall performance. Testing and assessment allows you to identify skills gaps and additional areas for needed improvement. Additionally, online learning lets the employee set the pace that their comfortable with – this helps with receptiveness and overall knowledge retention.

According to the Human Capital Institute, companies with highly engaged employees enjoy profit and growth at 3X the rate of their competitors.



Conclusion

Providing ongoing training for all levels of staff ensures that your franchise employees are adapting to your business model requirements. Supporting your training and development programs through learning technology gives your employees access to the information they need when they need it. **This ongoing training helps to drive your profitability by improving employee performance, boosting customer satisfaction levels, increasing your sales and reducing your overall expenses!**

Would you like to learn more about how implementing an LMS platform can benefit your franchise? Perhaps you'd like to see a **live demonstration** of our LMS platform? Feel free to contact us at 860-444-8090, via email sales@ePathLearning.com, or visit our website at www.ePathLearning.com.

References:

1. Training Magazine January/February 2014
2. <http://www.entrepreneur.com/article/227968>

