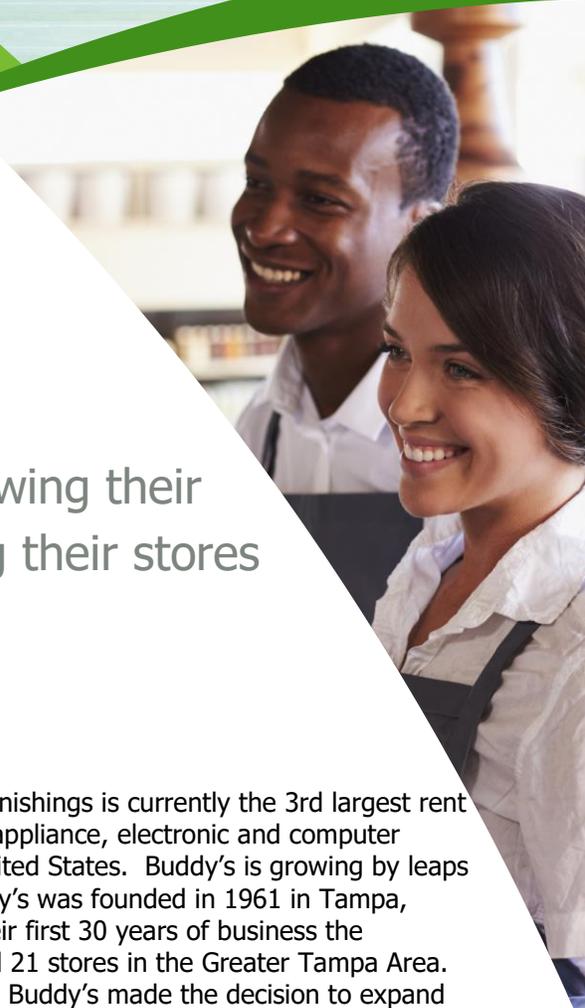


CASE STUDY:

Buddy's Home Furnishings

Home Furnishings Franchise



Buddy's Home Furnishings is growing their franchise operations and positioning their stores for success!

Buddy's Home Furnishings Statistics

Headquarters: Orlando, Florida

Industry: Home Furnishings Franchise

Locations: > 330+ Locations, including:

- 300+ Franchise Locations
- 30+ Company-owned Locations

Key LMS Selection Criteria:

- Logistical Ease-of-Use
- Affordable Pricing Model
- Client Service and Support

eLearning Courses:

Microlearning courses developed in Articulate

Overview

Buddy's Home Furnishings is currently the 3rd largest rent to own furniture, appliance, electronic and computer provider in the United States. Buddy's is growing by leaps and bounds! Buddy's was founded in 1961 in Tampa, Florida and for their first 30 years of business the company operated 21 stores in the Greater Tampa Area. Several years ago, Buddy's made the decision to expand their operations and to grow their franchised store base.

"We feel this relationship has been a wonderful experience bearing in mind the exceptional client service and support we've received from all of the staff and representatives of ePath Learning."

**-- Victor Crespo
Training Manager, Buddy's Home Furnishings**

Meeting the Demands of Rapid Expansion

Shortly after their expansion plans came to fruition, Buddy's quickly realized that if they were to maximize their competitiveness in the marketplace while continuing to grow their business, that it was the opportune time for them to update their training and development initiatives.

Their LMS at the time was very antiquated, audio was computer voice over, and their learners were unhappy with the length of training content and overall approach. Coupled with their growing franchise business model, Buddy's sought a new LMS that was cost effective, easy-to-use, and that would scale to meet their growth projections. ePath Learning's ASAP was able to meet their needs, while ePath Learning's client support easily exceeded all of Buddy's expectations.

Buddy's Unique Approach to Training

The C-Suite at Buddy's Home Furnishings firmly believes that training is critically important for optimum employee/store performance. The C-Suite's level of commitment and support to training has been instrumental in Buddy's ability to develop an impressive development program that reaches every employee at their corporate offices and at each store location. Buddy's training is managed centrally at their corporate offices. Training includes eLearning, corporate group training, Management training, and on-site employee training.

New Owner/Operator/Manager Training

New Owner/Operator/Manager training is conducted at Buddy's corporate offices. The intensive 3-day training event covers topics such as operations, marketing, sales and service. Upon completion, new franchise owners receive additional ongoing support through online training materials and Consultant site visits.

Employee Training

Buddy's further supports their franchise owners by supplying on-site employee training at the franchisee level. Buddy's has developed extensive online training materials for each employee position, which is managed centrally at Buddy's corporate offices. Buddy's uses an on-boarding/off-boarding ticketing system to monitor employee status changes. Each employee position is assigned its own unique learning and development path. With the exception of compliance-based courses, all training is recommended and self-paced. All employees are encouraged to complete their assigned courses in a timely fashion as it benefits the employees' personal and professional growth, positively impacts employee retention rates as well as their store's overall financial performance.

Measuring and Promoting Success

How does Buddy's Home Furnishings measure success? Through in depth reporting generated within their LMS and by monitoring their KPIs of course! Buddy's generates reports to monitor the progression, test scores and completion rates of employee training at the store level. These reports assist Buddy's Regional Managers, Consultants and Training Department during site visits and/or training meetings. Regional Managers can provide additional onsite training for areas whereby test scores may be lower such as for new products or changes in procedures. Reports are also used to encourage additional store participation.

All of Buddy's training materials are developed with the company's end goals in mind. Courses support achieving success in KPI areas such as customer growth, average sales per customer, revenue % collected, and loss % to name but a few. All KPIs are monitored on a regular basis, thus ensuring that training is generating positive returns while supporting Buddy's organizational goals and objectives.

As their market share continues to grow, Buddy's training department has great cause to be proud. In fact, Buddy's top notch training program is touted as a key selling feature to new prospective franchise owners!

So now you know a little bit as to why...**Buddy's is better!**

To learn more about ePath Learning's LMS technology and services, contact us today:
sales@epathlearning.com or call us 860.444.8090.