

LMS & LXP Solutions for Restaurants

Engagement & Learning to Turn
Restaurants into Communities



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Wisetail solves the challenges of people-driven restaurant groups with a platform that drives success long beyond tomorrow. Whether you need a traditional LMS, or the social features of an LXP solution, Wisetail has your back.

NOBU

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Nobu created the first step to gaining more knowledge, relating to others, and mastering skills with, "The World of Nobu." Explore how Nobu found success through engagement and cohesive training.

BAGEL BRANDS

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The improved training and upskilling delivered across Bagel Brands allowed the business to re-energize its overall approach to learning and development, and proved pivotal in enabling them to meet the unprecedented Covid-19 pandemic challenges.

TORCHY'S TACOS

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Austin-based restaurant Torchy's Tacos took its tribal knowledge and good-humored personality and implemented a platform unique to itself. Torchy's provides a familiar place where employees can be heard, and friendly competition is the norm.

SMOOTHIE KING

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To unite over 945 franchises, Smoothie King implemented training that appealed to every learner, utilized engagement tools to recognize employee efforts, and help them grow their career within the organization.

CHOPT

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NYC-based fast salad chain, Chopt, streamlined its training process and objectively measured employee progress to maintain a company-wide level of high performance.

SHAKE SHACK

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Shake Shack utilizes its platform, Shack Source, to create a safe environment for employees to have inclusive conversations and provide mindful training for over 7,000 employees.

DO MORE WITH WISETAIL

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Wisetail was built for restaurants. Over the years, our clients helped shape our product and features through rigorous testing and real-world feedback. Be part of a community built for you, and build a learning platform with confidence.

Turning Companies into **Communities**

Continuous learning sets the table for a more robust culture and a greater brand. By providing a place for ongoing practical training, restaurants and hospitality groups can build employee loyalty and engagement.

Wisetail's learning experience platform (LXP), built on its award-winning learning management system (LMS), offers innovative tools to create engaging, mobile friendly, online learning experiences that drive better business outcomes and turn restaurants and franchises into communities that everyone can get involved in. Be more than a company – be a community with Wisetail.

MODERN LEARNING MOMENTS

The traditional approach to learning with structured courses and assessments is time-consuming, expensive, and lacks engagement. People are constantly learning – but in different ways. Employees on the ground have limited time available to fit in role coaching. Wisetail's LXP allows for various learning opportunities like micro-learning, peer-to-peer learning, and training in the flow of work so you can take a more holistic approach to achieve your goals.

o. **Upskill & Reskill**

Wisetail's LXP offers the ability to fill talent gaps by quickly upskilling or reskilling current employees. Investing in employees and creating successful career paths can reduce turnover, increase retention, and empower your workforce.

o. **Engage Digital Natives**

This isn't your parents' LXP. Instead, Wisetail engages digital natives to drive engagement within the platform. This increases adoption, learning ROI, and creates a community hub your company will be happy to log into every day.

o. **Build Brand Affinity**

Create brand-loyal customers, employees, affiliates, influencers, and partners. Connect everyone in your company ecosystem to your brand through your Wisetail platform, so you can deliver on your goals and promises and be more than a company – you can be a community.

NOBU

Connecting & Training Employees Through Luxury LMS & LXP Solutions

◦ Challenge

With over 45 locations worldwide, Nobu did not have a way to connect all of its employees and restaurants. They conducted employee tests on paper and lacked any intranet to systemize operations. Finding a solution equivalent to Nobu's luxury and high-quality environment was no easy feat.

◦ Solution

After searching high and low for a learning platform with everything Nobu required, Wisetail rose to the top of the list. Nobu's new site, "The World of Nobu," was scalable, easy to access, customizable, and could set custom permissions to have department-focused sections.

◦ Benefits

World of Nobu has become the standard home page on every company computer. It's the first step in finding answers, connecting to others in the Nobu family, and mastering skills. Of course, hands-on training is still very much a part of the Nobu system, but online training has made the onboarding process efficient and effortless. Along with training videos and modules, employees can now see what's happening in other areas of the restaurants to have a holistic view of each location, and even track where in the world Nobu-san is.



“The idea of ‘The World of Nobu’ is to encompass the entire company. Previously, a new hire would come in and just learn their role in their station. Now, this is a way for people to understand the restaurant and brand as a whole.”

– Stephanie Eigen, Corporate Training Director



Adapting to Change for QSR Onboarding, Training, & Reskilling

◦ Challenge

A long-standing Wisetail client, Bagel Brands has gone through quite a transformation in the last few years. Supporting over 1,000 franchises, Bagel Brands requires an LXP that can help each brand individually while having the ability to customize each story and operational difference. In March 2020, Covid-19 caused Bagel Brands to look at its business strategy and structure as a whole and ask itself how to redefine training, community, and engagement all in one platform.

◦ Solution

Bagel Brands sought new ways to be a one-stop-shop for everything Covid-19 related and find the best way to engage its primary target learners: Gen Z. Its LXP, named "Coffee and Bagel You," or "CBU" as they call it, was completely overhauled to reformulate role-based training, clear communication, and new innovations. Utilizing CBU, Bagel Brands was able to seamlessly connect employees from ground to headquarters.

◦ Benefits

Bagel Brands can be agile and learned it can now go to market from scratch to launch within two months, when it typically would have taken far longer to even start a training process. In addition, the quality of training videos improved and was shortened to two minutes and 36 seconds to better connect with Gen Z learners. As a result, engagement has skyrocketed. On any given day, there are 300-500 people on CBU, all learning, improving, and connecting.

"Roughly over 50% of our workforce is 16 to 25. They use social media to get their information in 30 seconds or less. We have to compete with this level of acquiring new knowledge in order to keep our team members engaged and also make sure they know they're doing their job correctly."

— Nick Kyle, Training Manager, Bagel Brands



Using Personality to Increase Engagement

o. Challenge

Torchy's Tacos wanted to take its tribal knowledge of an Austin startup and spread that information across its stores to standardize training and messaging. Along with standardization, Torchy's Tacos wanted to find an LMS that could bring its unique brand personality to one central place and make sure its employees are heard.

o. Solution

Torchy's realized Wisetail could do all that and more. The Wisetail platform is configurable, manageable, and provides the ability to get employees involved through gamification – all things that led Torchy's Tacos to its LXP, "Taco Dojo."

o. Benefits

Like many industries, time is precious in the restaurant world. Torchy's Tacos was able to shrink office training from numerous hours to just 30 minutes. The new e-courses contain animations and brand humor within the interactive modules, so they don't feel like a traditional boring test. Torchy's Tacos also turned up the heat on Wisetail's points system and created a points store. Participating in a contest or submitting a video is just a couple of ways for the staff to earn points. Engagement among employees is at an all-time high. Everyone wants to compete with each other and gain the most points to win the coolest swag.



"The Taco Dojo gives our team members a voice. It makes them feel like they're a part of something bigger, and we've latched onto the social aspect to get a pulse on our team members and what's going on in the field."

– Christian Goff, Director of Learning and Development



Standardizing Training Across Franchises

o. Challenge

Smoothie King was primarily relying on emails to get information out to each franchise. Headquarters would send training information and documentation to store managers, and then sit back and hope that the training would be shared with store employees. New hires had to spend valuable work time going through all of the training during their first couple of days. Smoothie King needed a better training solution for its 945 locations, and they needed it fast.

o. Solution

Smoothie King implemented its new LXP, "The Blend," across all of its franchises and found it more than a training platform. Now, it not only has learning management tools, but also communication and engagement.

o. Benefits

The Blend provides employees and franchisees with the tools they need to succeed. The platform provides blended learning at its best to help Smoothie King's learners grow and thrive. It has enabled the company to be a community of engaged users through social elements, user contributions, and engaging content. That makes The Blend a resource learners want to log into every day.

"It takes the difficulty of training and understanding what we're doing as an organization out of the hands of someone that may not be able to explain it really well. You get a whole wide world of Smoothie King at the click of a button."

— Jerome Williams, Operations Consultant



How Chopt Closed the Loop on Blended Learning

o. Challenge

NYC-based salad chain, Chopt, knew they needed to streamline its process to ensure its signature healthy, clean salads were made at the lightning speed and consistent quality its customers expected. Likewise, Chopt knew they needed to find a LMS to standardize its high-performance speed and efficiency while keeping its brand intact.

o. Solution

Chopt capitalized on blended learning features such as observation checklists in their LXP, "Better You," to create an onboarding and employee training process that works for managers and employees alike, and is integral to the brand's success.

o. Benefits

Through Wisetail's solutions, Chopt has been able to objectively measure skills without demoralizing a trainee. Better You can track those skills and show improvement over time, which has been a powerful tool in helping management identify both high-achieving employees and those who may need additional help. Locations take this company-wide standard for measuring improvement and use it to maintain a high level of performance across many restaurants. Tracking skills over the lifetime of an employee also provides Chopt with valuable insight into its training methods.



"Observation checklists fit in everywhere for us. It's like closing the circle with training because you teach someone online and hope they understand it. But when they can actually go do it? That's what makes the difference."

– Georgette Vlangos, Head of Training and Development



Inspiring Pride & Fostering Authenticity Within the Brand

o. Challenge

Shake Shack has a long-standing commitment to diversity, equality, and inclusion (DEI). Multiple employee resource groups (ERGs) representing all walks of life have become the norm in the Shake Shack culture. Its education is not just a flavor of the month, but a year-round pledge. It became a priority to ensure that the entire staff, from the home office to the hourly employees, all receive the same level of inclusion and respect.

o. Solution

To maintain consistency, Shake Shack utilized its LXP, “Shack Source,” to bring its DEI program, coined: “All-In Initiative,” to the forefront of its workforce and training platform.

o. Benefits

Shack Source is the number one spot for Shake Shack’s training, engagement, and community. Over the last few years, it has blossomed into a foundation of pride for its employees. Shack Source is home to training packets, open discussion boards, and resources to support employees, all centered around one commitment: the All-In Initiative. This is one of the first items employees see upon logging in. Shack Source was designed to train over 7,000 employees on mindfulness in their actions and the hiring process. As a result, Shake Shack employees feel a sense of pride knowing they work for a brand that provides a safe environment to express their most authentic selves.



“It has always been important to us to give back to the communities we are in. We are very aware of our surroundings and how we create action and educate our employees in our communities as well.”

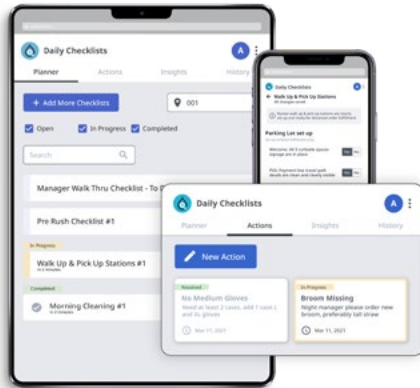
– Katie Scott, Brand Communications Specialist

Do More **With Wisetail**

Wisetail is a forward-thinking software platform built to turn companies into communities of engaged employees, customers, and partners. Our solutions give innovators simple and intuitive tools to create inspired online learning experiences, enhanced communications, and better business outcomes for modern company ecosystems.

“We were looking for ways to brand our employment experience and create a unique culture of learning through the sharing of best practices. Wisetail has been a remarkable game changer for Shake Shack.”

— Peggy Rubenzer, Senior Vice President of People Resources, Shake Shack



o. **OnTrack Daily Checklists**

Go digital to consolidate records and improve oversight. Add OnTrack Daily Checklists for a scalable solution that connects learning and operations under one roof. Work smarter in a digital world with all of your training, communications, and operations seamlessly integrated.

o. **Select Language**

English

- English
- Español (Spanish)
- Francais EU (French - EU)
- Francais CF (French - CAN)
- Deutsche (German)
- Italiana (Italian)
- 中国人 (Chinese - Simplified)

o. **Multi-Language Tool**

Deploy learning and enable social interactions for everyone at home and around the world. With system-wide multilingual management, you'll ensure everyone understands your efforts. There's a world of opportunity – don't let language limit your reach.