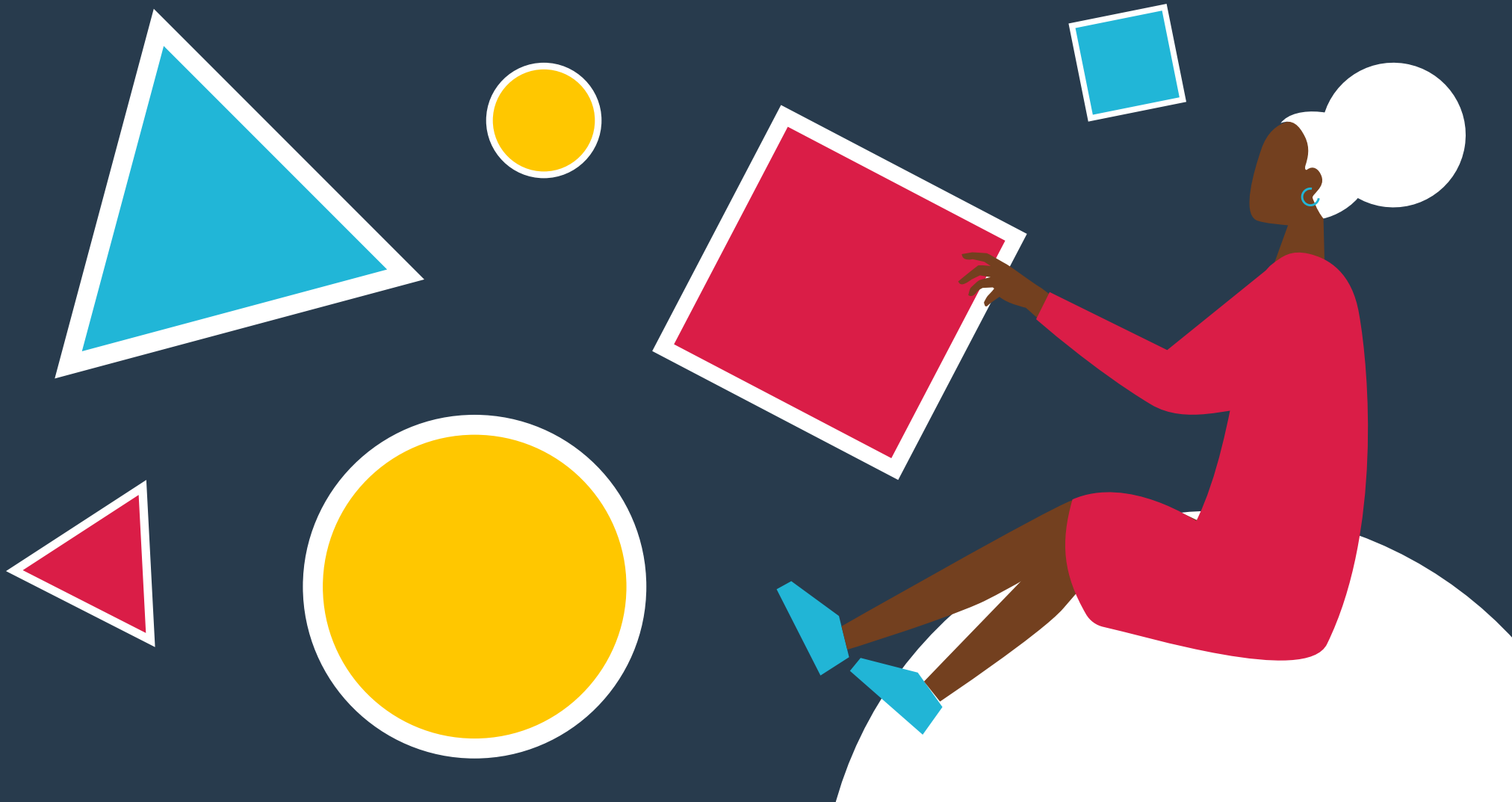


Amplifying Success through L&D

Solutions that Enhance & Energize Company Culture

Go Beyond Learning to Turn Companies into Communities



OVERVIEW

o. **Turning Companies into Communities**.....3

Whether you need a traditional LMS or the social features of an LXP solution, Wisetail has your back.

CHRISTIAN BROTHERS AUTOMOTIVE

o. **Changing L&D in the Automotive Repair World**.....4

Supporting over 250 franchise locations across the country, Christian Brothers Automotive Corporation utilized training structures to accommodate massive growth, efficiency in communication, and created a community for itself.

CANCER SUPPORT COMMUNITY

o. **A Community Hub for Nonprofit Success**.....5

CSC uses its “Community Hub” as an organizational intranet. It is now the single source of truth for its partners and affiliates.

BARRE3

o. **Training Instructors Across America for Fitness Success**.....6

barre3 achieved consistency in classes nationwide by building a training and communication program incorporating company culture and integrity, and creating a community of loyal instructors for ultimate customer service success.

BAGEL BRANDS

o. **Adapting to Change for QSR Employee Onboarding, Training, & Reskilling**.....7

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.

PEET'S COFFEE

o. **Maintaining Employee Favorite Status in Labor Crisis Times**.....8

Becoming a career choice was no easy task for Peet’s Coffee – but its L&D team strives toward that goal through turning its platform into a central communications hub.

TEMPUR-SEALY

o. **Partner Engagement & Retail Success**.....9

Tempur-Sealy leveraged extended enterprise learning to grow retail partner success and maintain its edge as a mattress and bedding manufacturing leader.

VITAL CARE

o. **LXP for Healthcare and Franchise Success**..10

Streamlined onboarding processes, collaboration among peers, and friendly competition are what you can find on “The Central Line,” a centralized portal for Vital Care’s franchises.

EREWHON GROCERY

o. **Maintaining Trust Between Consumers & Employers**.....11

Leading the way in a changing industry landscape, Erewhon Grocery raised its standards to maintain trust with consumers and employees, all while building a lasting community.

DO MORE WITH WISETAIL

o. **LXP & LMS – Two Solutions Built for Digital Natives**.....12

As a generation of digital-minded learners enter the workforce, L&D leaders must prepare to engage them with a mobile-first mentality.

Further Expanding Companies **into Communities**

Learning is the path to a more robust culture, a greater brand, and vital to building employees, customers, and partners. 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 that turn companies into communities.

MODERN LEARNING MOMENTS

The traditional approach to learning, where you take time out of the workday for a 45-minute course that is very structured then take an assessment, is time consuming, not engaging, and expensive. People are constantly learning – but in different ways. Wisetail solutions allow for different learning moments like micro-learning, peer-to-peer learning, and learning in the flow of work so you can take a more holistic approach to achieving your goals.

◦ **Upskill & Reskill**

The Wisetail platform offers the ability to be able to quickly move employees laterally by reskilling or upskilling employees to fill talent gaps. Investing in employees and creating successful career paths can reduce turnover, increase retention, and empower your workforce.

◦ **Build Brand Affinity**

Create brand-loyal customers, employees, affiliates, influencers, and partners. Everyone in your company ecosystem will feel connected to your brand through the Wisetail solution, so you can deliver on your brand promise and be more than a company – you can be a community.

◦ **Engage Digital Natives**

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

It's no joke the biggest improvement we've made in our business model, in my humble opinion, in a couple of decades.

Allison Stabile, Director of Marketing, Jazzercise



Changing L&D in the Automotive Repair World

◦ Challenge

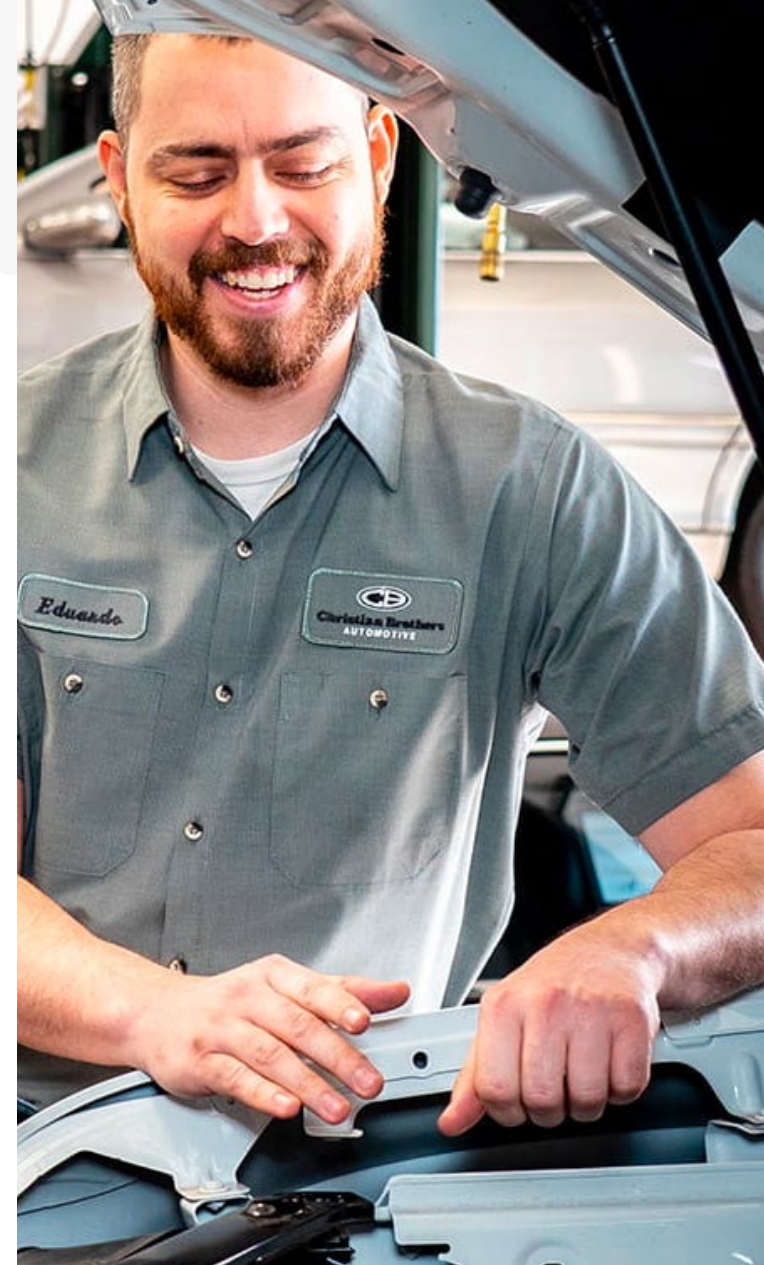
Christian Brothers Automotive (CBA) supports over 250 franchise locations in over 25 states in their automotive repair franchise business. The brand has seen exponential growth in the past two years. When Covid-19 hit in March 2020, CBA's team needed to pivot their communication strategy and learning structure as a whole.

◦ Solution

CBA's L&D team shifted their learning strategy from in-person to a hybrid of in-person and online. They completely overhauled how franchises accessed training and learning materials. By reformulating role-based training, using Access Codes to make learning materials easily accessible, and providing clearer, real-time communications, CBA increased innovative thinking among its community. CBA used its platform to go beyond learning to connect employees – from service techs to headquarters – to react to the changing world and a rapidly changing growth in structure.

◦ Benefits

CBA is able to 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. Through heightened training, video quality was improved, and all videos were shortened to two minutes and 36 seconds to better connect with its Gen Z learners. As a result, engagement skyrocketed.



“We made it a habit to go to the platform for any and all information.”

– Lauren Strang, Manager of Learning & Development



A Community Hub for Nonprofit Success

o. Challenge

For global nonprofit Cancer Support Community (CSC), over-the-phone and email communication was not cutting it for its network of over 50 affiliates and 175 locations. Affiliate partners needed to pull information when and where they needed it, rather than waiting for CSC to push information out to the network.

o. Solution

When an affiliate in Montana recommended Wisetail, CSC was sold. Its system, named “Community Hub” or “The Hub,” is also nicknamed “the single source of truth” for the organization. What was most appealing was that the solution was templated but extremely customizable so it could feel like an extension of the CSC brand. Since most nonprofits operate much like ranchises do, the Wisetail platform offers the tools to communicate and train affiliates, partners, and volunteers with ease.

o. Benefits

All of CSC’s affiliates and locations spread across the globe use The Hub to connect, communicate, learn, and share knowledge. In turn, patients and caregivers receive better care in difficult times because the staff’s knowledge is broader due to accessible information on The Hub.

“The Hub is a great resource for our affiliates to provide a higher standard of care.”

– Kelly Hendershot, Senior Director of Programs

barre3

Training Instructors Across America for Fitness Success

o. Challenge

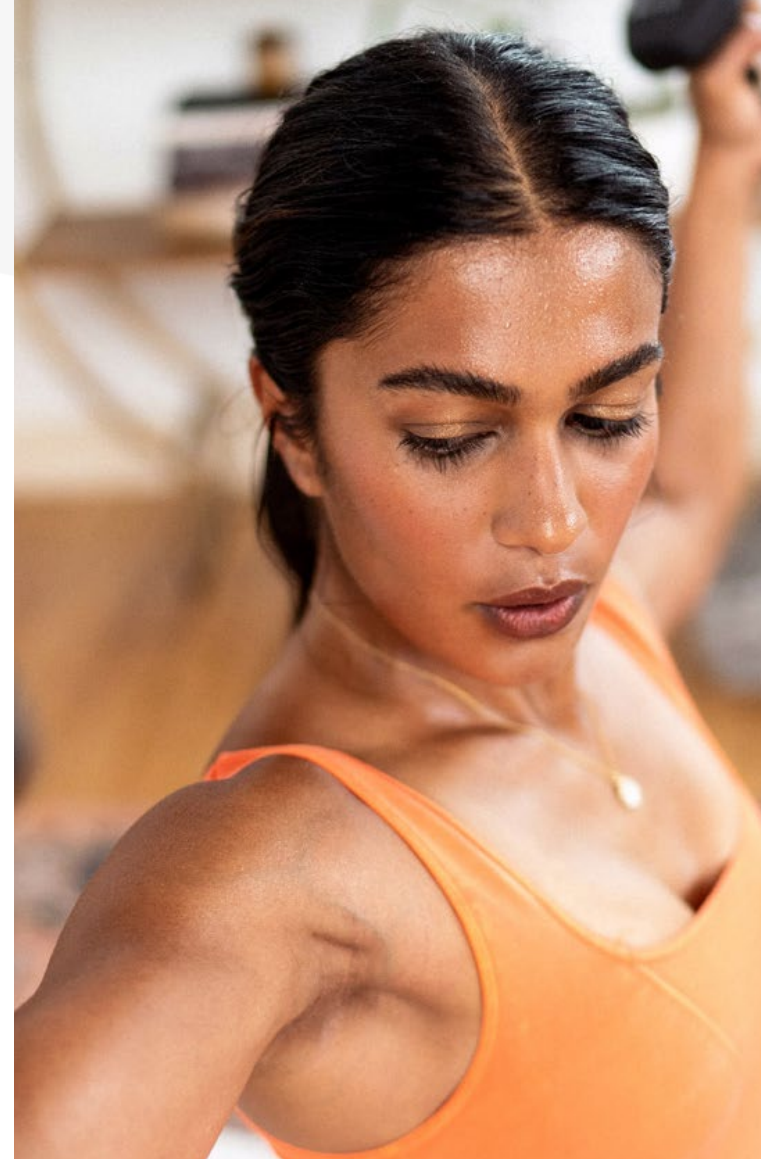
barre3 was looking for a communication solution that was not only user friendly, but would also be a home for its fitness community. A pillar of barre3 is innovation, which means they are constantly researching, testing, and releasing new moves, postures, and music to instructors. Previously, barre3 used a combination of mass emails and Facebook messages with varied results, if the information was received at all. It needed to find a better way to communicate and engage for brand success.

o. Solution

Wisetail's solution offered barre3 with an easy-to-use platform that instructors could understand, navigate, and utilize. Instructors found it to be a place to share, engage, and learn to enhance client experience. The solution helped barre3 support instructors through video and interactive training to ensure a true barre3 experience for its community.

o. Benefits

Instructors can now consume barre3 information and stay inspired in real time. Admins can track activity and growth via reports and use this information to encourage instructors to continue to share ideas and stay engaged. Clients receive top-notch experiences thanks to the platform and the community built around the dedication to instructor improvement.



“The sharing of this new theory or posture used to take weeks, if not months. Now we can post a video, run the analytics on who watched it, then decide whether we need to do more outreach – all within one week!”

– Heidi Waltermire, Master Training and Small Business Development Leader



Adapting to Change for Onboarding, Training & Reskilling

o. Challenge

Bagel Brands supports four brands with over 1000 franchises. When Covid-19 hit in March 2020, it needed to pivot its business and communication strategy and operating structure as a whole.

o. Solution

Since Bagel Brands was already a Wisetail client, it shifted its learning strategy to use the solution as a one-stop-shop for everything Covid-19 related. Bagel Brand's system, named "Coffee and Bagel You" (CBU), was completely overhauled to reformulate role-based training, provide clearer, real-time communication, and increase innovations. It used CBU to go beyond learning to connect employees at locations and those at headquarters to react to the changing world.

o. Benefits

The company is able to 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. Through heightened training, video quality was improved, and all videos were shortened to two minutes and 36 seconds to better connect with its Gen Z learners. As a result, engagement has skyrocketed.

"Our team members actually like getting on the site and seeing what's new. It's really amazing the engagement we have."

— Nick Kyle, Manager of Training



Maintaining Employee Favorite Status in Labor Crisis Times

o Challenge

Peet's Coffee takes its identity as an employer of choice very seriously, and has approached supporting 4,000 employees in over 210 locations very seriously. Peet's Coffee identified the hole in its learning at the onboarding, information, and protocol level. Peet's team also had a clear goal in mind: to make Peet's Coffee a career pillar, and not just another coffee shop place of employment.

o Solution

Peet's Coffee implemented its LMS platform as a central communications hub: team members can log in to learn key facts about Peet's five different seasonal menus, expectation protocols, and become familiar with nuances of the brand's menu items. Its L&D team created quizzes that help track employees' progress and understanding of new menu initiatives. Designed specifically for the digital-first generations, Peet's platform instilled a sense of pride in the workplace and a foundation for company culture.

o Benefits

Peet's Coffee has improved retention in education, shop culture, and menu information. Its team is so competitive in content accessibility and use of the platform that Peet's team implemented a swag shop for employees to redeem fun items using education points. Through heightened training, engagement in virtual training and in-person customer satisfaction has improved.



“There’s a loyalty we are showing employees by investing in them, that we then receive in return.”

– Nicole Vermolen, Retail Field Support Training Manager

TEMPUR+SEALY

Partner Engagement & Retail Success

o Challenge

It was essential for Tempur-Sealy to gain a competitive edge within its industry. The retail world is a fast-paced, ever-changing landscape that requires companies to evolve constantly. Tempur-Sealy was faced with challenges like smartphone-wielding, omnichannel shoppers, and direct-to-consumer competitors. It needed a way to efficiently and effectively train retail partners, and gain their mindshare in the market.

o Solution

Tempur-Sealy implemented Wisetail's solution to deliver best-in-class online training to extended enterprise partners. The courses inspired them to identify with customers and helped them get more than expected out of their sales experience.

o Benefits

Tempur-Sealy's platform, called "The Snooz," contains proven sales techniques, pro tips, and anecdotes from other salespeople within the Tempur-Sealy community. Colleagues and partners across the nation naturally fell into the rhythm of sharing their experiences, helping others find success, and keeping each other accountable with the right information. Results were so effective, The Snooz was adopted by HR as a way to formalize training across the company. Tempur-Sealy started to see the wave of victory across the nation. It began to edge past competitors, all while building a cohesive community.

"Materials like eCourses are in there, information for specific job functions, information about the company if somebody wants more in-depth learning. It's pretty exciting. It's getting better and better."

— Mike Brady, Director of National Sales Training



LXP for Healthcare & Franchise Success

◦ Challenge

Vital Care, the number one pharmacy franchise business for infusion services, was communicating and training franchisees through phone calls and emails – a huge drain on staff resources. The franchises lacked standardized training and the time to productivity needed to be increased.

◦ Solution

Vital Care turned to Wisetail to create the “Central Line,” its LXP that could automate and standardize training and onboarding – saving time, man-hours, and increasing time to productivity for its growing organization.

◦ Benefits

The Central Line streamlined processes brought, fostered collaboration, and supported friendly competitions for the franchises. Onboarding and accrediting locations used to take more than 300 hours to complete. Now, what used to be weekly, two-hour long onboarding calls are down to 30 minutes because users can log in to the Central Line and do the training on their own time. The Central Line serves as a company intranet and training platform, where learners can access necessary information when they need it – without having to pick up the phone.



“Before, we communicated back and forth through phone calls and emails, and information was scattered. The Central Line is definitely our portal for all things Vital Care. Now, we just had a new franchisee complete 135 modules. He just loved it and loved to be able to complete modules on his own time to learn more.”

– Elizabeth Milne, MS, RD, LD, CNSC, Nutrition Services Manager



EREWHON
ORGANIC GROCER & CAFE

A Community of Exceptional Service & Knowledgeable Staff

o Challenge

Erewhon is more than a store – it's a community of people who are united in the love for pure products that protect the health of people and the planet. It's known for exceptional service, knowledgeable staff, and its premium organic, biodynamic food selection. As Erewhon grew, it knew it needed to standardize employee training to maintain its exceptional reputation as a place community members wanted to hang out and get coffee or a smoothie with a friend.

o Solution

Erewhon wanted to make sure that its culture and standards are translated to every new employee – even though it would be all hands on deck, going full speed with a brand new store. Erewhon found that Wisetail matched its sense of community and could provide a single platform where all departments, locations, and employees could learn and connect.

o Benefits

Erewhon's system, coined "GRO," brought unexpected initiatives and promotions to its growing landscape. Now, when a partner requires extra attention, the associated employees can receive training on those brands and highlight the special features in newsletters and around the store. Before GRO, it was challenging to verify that every employee had been trained on these brands. Without ensured accountability, information was sent across the network with no way of verifying it was received.

"It feels like we're stepping into this ahead of the curve. Our training is so impactful, and it's so all encompassing that I know I feel really passionate about setting a standard and an example for other businesses to follow."

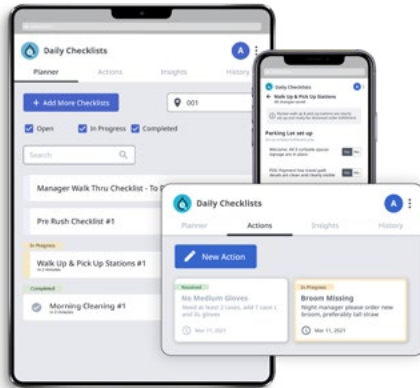
– Courtney Russell, Director of Training and Development

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 needed to have a community-minded site. Wisetail fits perfectly, which is why we chose it.”

Mike Brady, Director of National Sales Training, Tempur-Sealy



o. **OnTrack Checklists**

Go digital to consolidate records and improve oversight. Add OnTrack 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**

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.