



CONSISTENT

franchise training.

Code Ninjas Delivers Standardized Training Across the Globe with Absorb LMS

CUSTOMER EXPERIENCE STORY



INDUSTRY

Franchise

USE CASE

Internal and External Learners

SOLUTION

Absorb LMS with Absorb Engage, Enrollment Keys

Code Ninjas is the world's largest and fastest-growing kids computer coding franchise, with nearly 400 locations within the United States, Canada and the United Kingdom. At their centers, kids aged 5-14 learn to code while they gain problem solving, critical thinking, and STEM skills in a fun, safe and inspiring environment.

Code Ninjas provides training to over 1,500 internal and external learners. Internal learners include corporate employees and franchisees; external learners include the franchisees' employees, like center directors and coding instructors. With 300 more locations expected to open over the next two years, Code Ninjas sought a scalable learning management system (LMS) to deliver standardized, reliable and consistent training to learners across the franchise.

LMS Requirements



Deliver both self-guided and instructor led training (blended learning)

Absorb LMS is built to give organizations a full spectrum learning experience that fuels learning everywhere—whether learners are on the job or on the go.



Speed up and standardize training for both internal and external learners

Absorb LMS fuels employees' confidence and productivity with customized learning paths, searchable course content and trackable progress reports.



Location-specific training to support diverse, globally dispersed learners and their unique needs

Absorb LMS enables users to differentiate learners' experiences by internal departments, user types and geographic location, to name a few.



Reporting capabilities that enable admins to measure learner activity and progress

Absorb LMS comes equipped with highly configurable reporting and analysis functions, customizable report templates and more.



Ease of use for learners and administrators

Absorb LMS features an intuitive design that makes online learning as simple as logging on and getting started—no previous LMS experience required.



A fun, interactive learning environment that reflects the business culture

Absorb Engage, an add-on to Absorb LMS, elevates learner engagement with eye-catching billboards, leaderboards, informal gathering spaces and more.



Save time—and money—while scaling training alongside the business

Absorb LMS Smart Administration and automation features take the work out of delivering, tracking and reporting on training.



Reliable LMS technology with minimal disruptions to day-to-day business

Absorb LMS offers the most high-performing, reliable technology possible with a 99.9% service uptime.

Customer Experience

Before approaching Absorb, Code Ninjas didn't have a formal training program aside from the initial training franchisees used to first open their locations. Existing franchisees were left to sift through YouTube videos and endless folders on SharePoint to learn about new initiatives and platforms. Director of Training, Jamie Handy, says one-on-one training calls were also the norm, which was "very time consuming and not the best use of our talents and time—we couldn't scale our training as fast as the business needed to grow."

Code Ninjas sought to standardize training and franchise standards in every center, especially as the franchise continues to expand rapidly. "When you visit one of our centers, we want to make sure that experience is the same—no matter if you're in Canada, the UK or the US," says Handy. "Training is the best way to ensure the customer experience is consistent."

Working with Absorb

Handy describes the Absorb LMS implementation process as flawless—from weekly standup calls, to one-on-one training, to having every question answered promptly. “I’m grateful the Absorb team took the time to ensure our departments and learners were set up for success from day one,” she says.

With Absorb LMS, franchise owners’ departments are separated by country and location, all the way down to individual centers. “As an administrator, I can push training to specific locations and view reports for each one,” Handy says. She adds that franchise owners also receive admin privileges to ensure training needs are met in their location.

To accommodate the company’s rapid expansion, Absorb LMS now powers new franchisee training for Code Ninjas. The company launched a blended curriculum

for new franchisees that must be completed before opening a center. Between online courses on Absorb LMS and face-to-face training, either in-person or by Zoom, new franchisees are better prepared to launch a successful business.

“Absorb LMS lets us track training progress and understand what’s most relevant to our franchisees,” says Handy. “We can also compare course completion rates to how successful a new franchisee is. We can see how training impacts a new center’s opening.”

Every summer, Code Ninjas hires hundreds of seasonal instructors—“code senseis”—for kids’ coding camps. Absorb LMS enables franchisees to train these external learners as quickly as possible, no matter where they’re located. Handy says that Absorb LMS’s enrollment keys capabilities also speed up training, as they can be assigned in bulk to all facilities.

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— Jaime Handy, Code Ninjas

Early Results & What's Next:

Within the first 60 days of giving Code Ninjas franchisees access to Absorb LMS, over 700 internal and external learners had used their account. That number has since grown, and today over 1,500 learners rely on Absorb LMS to catch up on franchise updates and new initiatives. According to Handy, "franchise owner engagement has improved tremendously. People tell us that having training in one place is helpful and appreciated."

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— Jaime Handy, Code Ninjas

As for what's next, Code Ninjas plans to build more personalized learning paths for specific roles, ensuring all learners can pursue training that's relevant to them. The franchise also wants to introduce more gamification through Absorb Engage, by introducing contests and incentives for those who complete training on time. Lastly, franchise owners will soon be able to build and publish their own courses, allowing employees to build location-specific skills and enabling franchisees to achieve their unique training goals.

See how Absorb can empower your organization.

TALK TO US

North America:
sales@absorblms.com
+1 (877) 920-2575

EMEA:
sales@absorblms.eu
+44 (0)20 3880 7941

APAC:
sales@aborblms.com.au
+61 (2) 90536618

