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ADAPTABLE
learning.

How A&W Canada Standardized
Training at 900 Locations with
Absorb LMS and Absorb Engage

Challenge

CUSTOMER CASE STUDY

A&W

CHALLENGE

Consistently train franchise employees in 900 locations—from veterans to complete beginners.

SOLUTION

Absorb LMS with Absorb Engage.

RESULTS

Successfully trained 45,000 employees, with plans to expand e-trainings to cover managerial training and restaurant cleaning.

A&W is one of the largest fast food franchises in Canada, with more than 900 locations across the country. Maintaining brand integrity in a company this large is a challenge; each restaurant is individually managed, but all of them need to adhere to the same standards and training procedures.

To ensure that all of their employees receive the same level of training, A&W relies on a decentralized Learning Management System (LMS) that teaches new employees about A&W employee standards, expectations, and responsibilities. However, Emily Duholke, A&W's Manager of Restaurant Training & Transformation, said that working within their previous LMS wasn't always easy. "We have a decentralized system due to our franchise structure," Duholke explained. "So we have thousands of users, but we also have thousands of admins, each managing their own small department. Familiarity with our LMS varied significantly from one admin to the next, which often made learning more difficult."

A&W needed a new LMS—a system that would be accessible to all of their employees, from veteran users to complete beginners.

A&W needed a smart, intuitive system that drove results. So they tapped Absorb.

Solution

Switching to a new LMS is often difficult, especially for companies as large as A&W. Brand-wide changes sometimes result in a loss of consistency if users are slow to adapt.

But, to Duholke's relief, Absorb made the transition seamless. "I was surprised and impressed by how quickly I was able to get up to speed," Duholke said.

Adding new training modules to Absorb LMS was easy. Once A&W's in-house eLearning developer created a new module, Duholke and her team uploaded the files to Absorb. The system intuitively housed all of their training modules and eLearning resources and made them easy to access.

"Absorb made really smart decisions when developing their LMS, and they continue to innovate and improve their software,"

familiarities with technology. Everyone familiar with our old LMS has agreed that Absorb LMS is much easier to manage."

The practical benefit of this shared learning system was that all of A&W's new employees always received the same training, using the same materials. The system is simple and accessible for all different types of users.

"We have plenty of admins who are a little bit more technologically challenged, shall we say," Duholke laughed. "Absorb is the reason we don't get many comments on the functionality of the site."

Absorb also helped smooth the adoption of their new LMS by creating customizable content that perfectly matched A&W's fonts, logos, language, and style requirements. This ensured that all A&W training modules were always on-brand.

> " *Absorb made really smart decisions when developing their LMS, and they continue to innovate and improve their software. Their system works well and features all the functionality you'll ever need.* "
>
> — Emily Duholke, Manager of Restaurant Training & Transformation, A&W Canada

Duholke said. "Their system works well, has a fast processing speed, and features all the functionality you'll ever need."

Absorb LMS ensured that A&W's New Employee Training program would be accessible to all of its employees, regardless of language or technological proficiency.

"It's so intuitive. We have a wide range of people joining our team, including a lot of different languages and different

But the best part of partnering with Absorb in Duholke's estimation is their peerless customer support. "Absorb has top-class client support. Even when our primary contact is out of the office, there's always someone there who's eager to help and up-to-speed on our particular use case and account," she said.

Results

Today, A&W employees across Canada all rely on Absorb LMS to receive their training. Their New Employee Training Module is mandatory for all new hires, and they offer an optional Management Development Program for employees pursuing promotion.

"We have around 26,000 people active in the system at any given time. That's not necessarily reflective of the employee count of our restaurants, but it tells you how many people rely on this system," Duholke explained.

The functionality and flexibility of their LMS has also opened a lot of doors for Duholke and her team to introduce new training regimens and update old modules.

"We are currently revamping our Restaurant Management Training Program, and we plan to launch a new cleaning program later this year," Duholke said. "They're able to see everything on their end. They understand what you're saying and your specific needs. I can't remember ever needing a response from Absorb and not being able to get one," she added.

And the customizability of Absorb LMS continues to impress Duholke and her team. Absorb has provided us with all the functionality we need to restructure our courses and make our training modules as effective as possible," Duholke said. "It's helped me figure out how to deliver information to our learners in the clearest, most appealing way, especially when we need to impart new information and encourage habit changes in our employees," she added.

To date, A&W has trained 45,000 employees using Absorb LMS. Duholke's glad to see that Absorb continues to update and improve their software, ensuring that her training programs are always cost-effective and cutting-edge.

About A&W Canada

A&W is one of the largest fast food franchises in Canada, with more than 900 locations across the country.

awrestaurants.com

Ready to see Absorb Engage in action? Connect with us to get started.

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