



HR TECH AWARDS

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TALENT DEVELOPMENT

BEST INNOVATIVE OR
EMERGING TECH SOLUTION


2021

schooX

Case Study: 2021 HR Tech Awards

Each year, technology companies across HR, talent, and learning apply for the HR Tech Awards to demonstrate the value they bring to their clients and to the broader industry. These case studies represent a sampling of the capabilities from the award winners in our program.

[Learn more about the HR Tech Awards.](#)

Company Name:	Schoox
Website URL:	https://www.schoox.com/
Insert Logo (JPG/PNG):	
Key Customers:	Subway, Chick-fil-A, BNI Global, Papa Johns, Brinker, Celebrity Cruises, Phillips 66, Allstate Insurance, Frontier Airlines, Advantage Solutions, Fresh Market, KIA Motors, Cognizant, Dairy Queen, Cheesecake Factory
Category:	Learning

About The Company

Schoox is a unified learning and talent development platform that makes both the administration and learning experiences dynamic, connected, intuitive, and future-proof. The cloud-based platform combines six core solutions including, Learning Engagement, Content Curation, Social Collaboration, Goals & Performance Management, Career Development, and Business Impact.

Schoox's mission is to help companies deliver more learning experiences, connect deeper with employees, adapt faster to the ever-changing work environment, and outperform on the metrics that matter most.

While Schoox can be custom fit for any sized company (SMB, Mid-Market, and Enterprise) and is successfully used by many industry segments (restaurants, hospitality, insurance, manufacturing, transportation, real estate, utilities, and more) their disruptive platform is uniquely designed to solve the complex challenges global franchise organizations face.

Today, Schoox is achieving year-over-year, high double-digit growth and proudly serves 1,600 customers and more than 14 million users across 150,000 locations in 120 countries and 28 languages.

Some of their most notable customers include Subway, Chick-fil-A, BNI Global, Papa Johns, Brinker, Celebrity Cruises, Phillips 66, Allstate Insurance, Frontier Airlines, Advantage Solutions, Fresh Market, KIA Motors, Cognizant, Dairy Queen, and Cheesecake Factory.

Problems The Technology Solves

Learning Engagement. Schoox offers an intuitive, social and mobile interface that learners love. While common TDS's have been built to manage the learning process, in Schoox, they put the employee at the center with a consumer-grade platform designed to help them, learn, grow, and perform—ultimately driving business results.

Additionally, they developed specific functionality designed to help brands and their franchisees leverage Schoox so that franchisees can manage their own users and content but brands can still supply the corporate level training.

Content Curation. Schoox comes with a drag and drop content management system that allows you to store, curate and share content. It is a unified repository for files and web resources. Are your training materials in 10 different formats? No problem. Schoox lets you upload virtually any file type or link to web resources instantly. Additionally, one can leverage their Content Marketplace or link with other third-party content providers so you can leverage their content as well.

Social Collaboration and Gamification. Today's workers want to be engaged, interact in real time and have fun while learning on any device.

In Schoox you can create small communities within the platform for any topic to stimulate communication, file sharing, collaboration, and even healthy competition among peers. This helps promote interaction within groups, regions, or countries to engage learners with like needs to help ensure those groups are getting the most out of their work experience. Not to mention the built-in gamification system that lets you turn on leaderboards, unlock badges, award your own certificates, or track other third-party certificates.

Goals, Skills, and Performance. Schoox's innovative goals, skills, and performance management systems allow you to combine manual assessments conducted by managers and automated assessments performed by the system based on employees' online training achievements. An intelligent algorithm ranks employees on jobs and skills based on different factors. Discover your team members' strengths, find the right talent for any job, and align that resource for their next step up in your organization.

Career Development. Schoox gives organizations tools to deliver personalized career development paths and enables employees to develop their skills in pursuit of professional achievement or another job within the organization. Based on a number of factors, Schoox can adapt and suggest complete personalized learning paths that your employees can follow to acquire the required skills and knowledge for any desired job.

Business Impact. In Schoox, customers can easily correlate any Key Performance Indicators (KPI) with training metrics to discover any relationship and dependence between training and business performance. For example, a restaurant customer wants to launch a breakfast program with an expected revenue lift of 5%.

In Schoox they are able to see how revenue correlates to their training programs or have contributed to a lift in customer satisfaction scores and even quarterly sales. We've developed a unique and innovative tool giving you all the power you need to set training goals and measure the impact that training has on the business, whether it is sales, customer satisfaction or productivity.

Client Case Study

13,000-Location Restaurant Franchise Rebuilds Culture, Reduces Turnover, and Revives Sales with Next-Generation LMS

Logan's Roadhouse prides itself on several things — including quality steaks grilled over real mesquite wood, its famous made-from-scratch yeast rolls, a “kickin’ bar,” and genuine hospitality as part of its DNA.

However, its guest-service hospitality took a hit in early 2017 after the restaurant chain overcame bankruptcy. Staff morale was at an all-time low and turnover was at an all-time high. The management team knew that to recover the restaurant needed a significant culture-rebuilding initiative.

They found their solution in a robust learning and talent management platform that offered more than just team member training. It also offered tools that could inspire and energize its staff. That platform was Schoox.

Facing Multiple Business Challenges

As Logan's Roadhouse worked to rebuild after emerging from its financial crisis, it struggled with employee morale. Turnover had risen to 160% for hourly staff members and 60% for managers.

Constantly hiring and training new people was eating up a large slice of the restaurant chain's budget. What's more, training focused primarily on compliance, while neglecting the skills required to inspire staff and elevate customers' dining experience.

The Learning and Development team realized that to revive the company's mission of delivering an "upbeat dining experience that leaves each guest highly satisfied," they needed a significant change.

They wanted to launch a new platform that delivered value beyond merely training compliance. They wanted a robust training, reporting, career development, and social collaboration application—all in one LMS.

Rebuilding the Restaurant's Culture with an LMS

Logan's chose Schoox in August 2017 and launched the application eight weeks later in October 2017. During those eight weeks, the L&D team created new training programs, branded the application "The Highway," and launched it at a home office party. Restaurants were introduced to the new Roadhouse Academy in a video viewing party that included a fun contest hosted on the application.

Ellen Rockwell, former Vice President of Learning and Development, spearheaded the restaurant chain's search for the right LMS and championed Schoox within the company.

"We wanted the application to become much more than just an LMS. We wanted it to be a culture-building platform that brings our people together. We wanted a place where our team members can engage with each other, complete training programs, understand what's next, and learn how to advance their careers with Logan's."

"It was very obvious that Schoox was the platform for us because it's so robust, and it includes powerful culture-building tools, like a social wall, gamification, certificates, badges, and a leaderboard.

"I view Schoox as a culture-building platform, first and foremost, thanks to its robust tools that allow our team members to be self-expressive and self-directed in their training and careers. It impacted our culture profoundly in a short period of time. It's been a game changer for Logan's."

Enjoying an Easy Path to Course Creation

"We learned very quickly that Schoox is extremely user friendly, no matter the use case scenario — whether we're authoring new courses, or employees are learning new skills, or managers are accessing reports," said Ellen. "We use it for all it can be and more."

Logan's appreciates the ability to create courses, programs, and knowledge checks in real-time. One of the advantages is that managers can add time-sensitive seasonal training sessions, such as introducing a new fall beer selection.

“Now, we can easily partner with our marketing and operations teams to create courses that support our internal sales drivers and marketing campaigns,” noted Ellen.

What’s more, the ease-of-use in course creation allows many team members to contribute their expertise. By the end of 2020, the restaurant had created over 7,500 hours of training lessons.

Learners enjoy a simple login, easy access to the training they need or want, access to important dates on the calendar, and interaction with their peers on the Academy Wall or in groups.

Leadership can easily pull reports or have them sent to their inboxes automatically.

Gaining Greater Retention and Higher Sales

The Highway Roadhouse Academy has delivered tremendous results for Logan’s. A six-month compliance check after its launch found that the company had delivered 231 stand-alone courses to 13,000 team members, developed 33 programs with nearly 400 courses, and conducted 155 knowledge checks.

What’s more, The Highway achieved a 90% compliance rate for the chain’s Intro to the Highway course for new team members. “This is the best compliance I’ve ever seen with any LMS,” said Ellen. “Employee engagement went through the roof.”

Business impacts include a significant increase in employee knowledge and a reduction in guest complaints. In fact, overall guest satisfaction grew from 68% to 76%.

Staff retention turned a significant corner. Team member turnover dropped from a high of 158% down to just 126%. Manager turnover improved from a high of 52% down to just 28%.

Financially, Logan’s achieved significant gains in both sales and savings. Add-on guest sales grew from \$3.62 to \$5.01 per check. At the same time, training costs dropped by nearly \$1.7 million, including an annualized savings of \$484,000, plus a savings of \$1.2 million in printed training guides.

“Instrumental to our successful team member training program was getting leadership buy-in, deploying a highly usable learning system, and making the cultural transformation contagious.”

“When employees understand what they’re doing, and it’s all incorporated throughout an ongoing training process, restaurants will start seeing higher employee engagement and higher sales,” said Ellen.

Launching 11 New Branded LMS Academies

In November 2018, Logan’s acquired a new restaurant operation, called CraftWorks Holdings. This added 400 new restaurants to its portfolio and 25,000 new team members. Among the holdings were 11 restaurant brands.

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Schoox: Best Innovative or Emerging Learning Solution

To ensure that each brand retained its unique culture, Logan’s created 11 new branded Schoox Academies within six months, all of which launched in the spring of 2019. They all achieved the same results: greater team member experiences, higher compliance, better staff member retention, and higher sales.

“The ease-of-use and flexibility in Schoox made it easy for us to rebrand the platform for each restaurant, and create the courses that would support their specific training needs and sales goals,” said Ellen. “I don’t think I could have found this level of flexibility capabilities in any other LMS.”

About Lighthouse Research & Advisory

[Lighthouse Research & Advisory](#) is a modern, independent analyst firm dedicated to setting the standard for excellence in talent, learning, and HR with practical research and a hands-on approach. By providing compelling research and actionable insights, our team enables HR, learning, and talent leaders to deliver more value to the business. Our research examines competitive practices, cutting-edge technologies, and innovative strategies.

Ben Eubanks is the Principal Analyst at Lighthouse, providing insights for today's talent leaders and vendor partners. He works with practitioners from areas across the HCM spectrum, delivering high-quality research, insights, and advisory services to enable better business performance. His book, [Artificial Intelligence for HR](#), was published in 2018.

Prior to joining Lighthouse, Ben worked as a researcher, writer, and speaker for nearly more than 10 years, focusing on learning, talent acquisition, and talent management. During his tenure as a researcher, he has published more than 1,000 reports, case studies, and articles in addition to providing advisory services to executives from some of the largest and most respected organizations in the world.

He also has hands-on experience working as an HR executive, leading both strategic and tactical talent practices and giving his research a distinctly practical perspective. Ben has interviewed business leaders from notable organizations such as Southwest Airlines, IBM, H&R Block, McDonald's, AARP, and AlliedUniversal in his role as the host of [We're Only Human](#), a podcast focused on the intersection of people, technology, and the workplace. In addition, he founded and operates [upstartHR.com](#), a community serving HR leaders that has reached more than one million readers since its inception.