




Company Name:	Schoox
Website URL:	www.schoox.com
Insert Logo (JPG/PNG):	
Key Customers:	Celebrity Cruises, Checkers & Rally's, Dairy Queen, Kioti Tractor, Phillips 66, Sonesta Hotels, Subway

About the Company

Schoox is workplace learning software with a people-first twist.

For organizations with frontline, remote, and corporate learners who need an engaged and skilled workforce ready to take on the new challenges of their evolving business, Schoox is an award-winning learning management and talent development company. This SaaS solution delivers social-, mobile-, and skills-aligned learning wherever it's needed for maximum business impact.

Unlike human capital management suites with bolt-on learning management systems, point solutions that lack flexibility, and legacy solutions made for checking boxes, Schoox offers a platform designed for real learning throughout the entire organization, from the field to the executive suite, across a variety of industries (restaurants, hospitality, insurance, manufacturing, transportation, and more).

Today, Schoox is achieving year-over-year, high double-digit growth and proudly serves 2,500 customers and has been used by more than 20 million learners across 135 countries and 29 languages.

Schoox brand pillars are:

Learn more.

Focus on learners first, and results follow. By making learning easy, accessible, rewarding, and fun, we bring the magic back to learning and more joy to the job.

Connect deeper.



Keep your learners curious. Offer the kind of content that connects more deeply with everyone from the front line to the corporate office.

Adapt faster.

Stay flexible to stay ahead. Schoox maps to your needs and rises to the challenge of whatever the world throws your way.

Perform better.

Engaged employees get more done. We help you take people's skills to the next level—and your business with it.

Problem(s) Your Technology Solves

Learning and development teams have been facing pressing challenges in recent years, including low learner engagement, struggles with retention, an unskilled workforce, and difficulty managing and tracking compliance at scale (just a few examples). L&D teams look to software like Schoox to help alleviate the problems of today and establish a partnership to achieve growth and development goals in the future.

Schoox offers an all-in-one workplace learning solution, combining five functional areas into one ready-to-use platform. It delivers the skills people need, creates opportunities for learners to thrive, and provides the flexibility required to take learning to the next level and drive business forward. These functional areas include:

Learning

Schoox focuses on learners first by making learning easy, accessible, rewarding, and fun. Schoox supports all types of learning methods and styles, including instructor-led training, self-paced learning, blended learning, mobile, on-the-job training, microlearning, and more. Additionally, powerful functionality to manage the org structure helps brands, their franchisees and other external learners leverage Schoox. Franchisees can manage their own users and content but brands can still supply the corporate level training.

Here are some of the learning outcomes reported by customers using Schoox:

- Increased sales within 6 months in stores with higher completion rates on product training
- 90% completion and 97% confidence reported by franchises on new product training
- Launched training in 110 countries at the brand's 44k locations in just 30 days
- Achieved 90% compliance rate for new team member training
- Increased guest satisfaction scores 8 percentage points

Content

Schoox makes it easy for companies to deliver learning content that keeps learners curious. Customers can curate content from anywhere—content developed in house or found on the web. Training materials



can be in all sorts of formats and shared easily to everyone who needs them. Customers can also access thousands of ready-to-go courses from our network of industry-leading eLearning content providers.

Engagement

Schoox inspires engaged learners. People become productive faster when they are able to connect with others and groups in social learning communities. Recommended courses based on their current job or future career goals make it easier for people to see the path ahead.

Talent Development

Schoox enables teams to set individual and organizational goals to measure progress and recommend learning to achieve results faster. With performance reviews and coaching, leaders can assess performance, identify opportunities to close skill gaps, and enhance employee development all within the same platform where they deliver training.

Business Impact

The robust reporting and Business Impact areas of Schoox give leaders the results they need to understand the business impact of learning programs. They can leverage and schedule pre-built reports and dashboards or create their own so they are always in the know. And with Business Impact they can measure correlation between learning metrics like training completion and key performance indicators like sales, customer satisfaction scores, and more.

Client Case Study

Checkers & Rally's creates mobile and social learning that boosts employee engagement and drives greater guest satisfaction

Checkers & Rally's, an iconic and innovative drive-thru restaurant chain known for its bold, craveable food, famous fries, exceptional value, and people-first attitude, operates and franchises both Checkers® and Rally's® restaurants. The brand has earned several of the industry's most prestigious awards, including: "#1 Most Craveable Fries" by Restaurant Business 2020 and 2018; Best Franchise Deal and "Best Drive-Thru in America" by QSR Magazine; "Top Food and Beverage Franchise" by Franchise Business Review; the "Hot! Again" award from Nation's Restaurant News and has consistently been ranked on Entrepreneur's Franchise 500.

With 850 restaurants across the U.S. and room to grow, Checkers & Rally's is a proven brand with flexible building formats that is aggressively expanding across the country. The company announced its goal of increasing total units by fifty percent over the next five years. Every new build will be based on its innovative Restaurant of the Future, a reimagining of the brand's iconic look that features a new kitchen engine that reduces collective team member walking by 1.5 miles every hour and AI voice-assisted ordering at the drive-thru, meant to make employees' jobs more doable and more enjoyable.



In addition to craveable and bold food, the company is dedicated to being a place where franchisees and employees who work hard can create opportunities for themselves, their families, and their communities. With labor shortages in the industry, attracting and retaining employees is another consideration for growth. Enter “Crazy Good Learning,” Checkers & Rally’s innovative employee learning program that engages team members with mobile and social collaboration across the organization.

Organize learning to fit the organization

Rather than a “one-size-fits-all” approach, the next-generation learning solution would need to meet the complex requirements of the company’s business model. Thirty percent of the company’s 850 restaurants are corporate-owned, and seventy percent are franchised. With this mix of corporate and franchised locations, Checkers & Rally’s needed a learning platform designed to fit the company’s unique organizational structure.

For example, an individual learner at a franchisee-operated restaurant may need to be associated with the franchise location, a multi-unit owner office, a regional group, or a territory. Unlike most learning management systems built for top-down, pyramid-style organizational structures, Schoox enables Checkers & Rally’s to organize learning according to relationships like person-to-person, person-to-unit, and unit-to-person, which opens opportunities for hyper-focused communication, learning content, information sharing, reporting, and much more.

Connect with employees anytime, anywhere

The Checkers & Rally’s learning and development team wanted to enhance the training program to ensure it was positioned to effectively train restaurant teams, boost guest satisfaction, and support its business goals. With most of its 12,000 team members on the move serving guests in restaurants, mobile learning is a must. Through a native mobile app, the new learning solution offers a sleek interface that:

- Allows learners to view and take courses on any device
- Enables users to view and take assessments
- Includes strong search capabilities
- Supports social learning and collaboration

Create opportunities for authentic engagement

With a mobile learning solution in place, Checkers & Rally’s learning and development team turned their attention to how to create authentic connections with employees. They decided to use a social platform many of their staff were already using in their day-to-day lives, to serve up content in a fun and unique way.

Launching the program with short video blasts, the company creates microlearnings to support on-the-job training. “We decided to simply shoot the microlearnings in portrait mode on a mobile phone to



maintain the ‘realness’ of the content found across the platform,” said Theresa Papaleo, Senior Director of Learning & People Development at Checkers & Rally’s.

Team members access these short video blasts by scanning QR codes posted on communication boards in every location. All Checkers & Rally’s stores have two iPads available for staff to access learning. To launch the corresponding video, employees scan the QR code that matches the skill they want to review.

Checkers & Rally’s launched these microlearnings at the beginning of the year, aligning learning videos with the company’s first-quarter focus areas on taste and temperature. Topics like “serving up the perfect fry” allow staff to go to the content they need during their shift. “Short video blasts are incredibly popular with our staff,” said Papaleo. “The number of employees logging onto the learning platform has doubled year over year, and team members are eager to put into practice what they’ve just learned.”

Deliver a consistent customer experience

As Checkers & Rally’s moves forward on its rapid growth trajectory, the company wants to ensure it continues to deliver a consistent customer experience across all locations. Papaleo’s team will play a significant role in that effort as they onboard new staff and work to keep learner engagement high.

The learning and development team plans to introduce badging to recognize employees who meet specific goals or achieve various positional or managerial certifications. They also expect to launch leaderboards to encourage friendly competition among team members and focus on social collaboration to cultivate an engaged workforce across all locations and in every job role.



About Lighthouse Research & Advisory

Through a blend of advisory, proprietary research, and events, the team at Lighthouse Research & Advisory **sets a new standard** for analysts and influencers in HCM to help our partners achieve real results.

Advisory: Unlike other firms, Lighthouse doesn't force providers to use a membership to work with us. However, we find that those utilizing our membership offerings generate the best results.

Lighthouse offers everything from long-term membership options to advisory days for employers and solution providers that want access to the team's insights and expertise. Employers typically use advisory for technology landscape insights, but they also ask about industry-specific research and other trends. Solution providers use advisory services for annual partnerships supporting product roadmap, competitive differentiators, and buyer priorities.

Research: Our team surveys thousands of employers and workers annually across topics like:

- Talent acquisition and candidate trends
- Learning and employee mobility
- Mental health and employee benefits
- Performance, retention & engagement
- Frontline worker trends
- HR technology usage and adoption

Some of these studies are scheduled in advance based on inputs from our Research Advisory Board (HR and talent executives at employers representing millions of global workers).

One of **our key differentiators** is a focus on **custom research** projects for solution providers that want product/market validation, buyer insights, and other value from quantitative and qualitative data. We have worked with three of the four largest HCM providers in the world as well as a wide range of new and established firms on this type of research, bringing innovative, groundbreaking insights and expertise to solution providers large and small.

Events and Content: From our lead-generating events like our annual HR Summer School which has reached tens of thousands of HR professionals to our more focused livestreams and other content like speaking and reports, we know the HR community better than anyone. Unlike traditional analysts that are detached and inaccessible, we measure our success in the impact we have on the profession and discipline of human resources.

From a practical perspective, we offer event partnerships, both licensed and custom content, and other packages for providers that want to stand out with research-based, relevant content for today's HR, talent acquisition, and learning executives.

Learn more at [LHRA.io](https://lhra.io)

