



## CASE STUDY:

# Streamlining Training with FranConnect: On Deck Concepts' Road to Success

### Background

On Deck Concepts started in 2002 as BoomerJack's, a locally renowned chicken wing eatery with five locations across the Dallas/Fort Worth Metroplex. Over time BoomerJack's developed into much more than just wings. Boasting 14 establishments brimming with sports bar decor, full-service bars, and patios ideal for relaxing while guests watch TV or unwind outdoors. But they haven't stopped there! In 2015 came their newest edition to North Texas' dining scene—the Bedford Ice House, which pays homage to local ice houses of old by offering cold drinks galore alongside delicious food items along with live music every day.

On Deck Concepts made a splash in 2019 with the unveiling of Sidecar Social, an impressive 20K square-foot social lounge nestled away in Addison. This modern destination is perfect for an unforgettable night out - they offer craft beer & cocktails, scrumptious plates to enjoy, live entertainment, and expansive patios complete with TVs galore! Plus, side attractions like classic gaming activities or private karaoke rooms keep patrons thoroughly entertained all evening long.

### The Charge

When Tawny Daguio joined the On Deck team as their Director of Training three years ago, she immediately knew she wanted to use the World Manager product within their concepts. Having previously used the World Manager tool at other brands, she knew the impact it could have, not only the training of company employees but also aid in making communications and updates simpler for all their different brands and locations.

***"When I came on board with On Deck Concepts, I spent a lot of time setting up the foundation for our training programs. Using WorldManager, which we call On Deck University, and being able to bring everyone onto one platform really helped streamline everything - especially the engagement between our team members. It's been exciting to see the impact this platform has had on our organization and we look forward to many more years using the World Manager product!"***

***- Tawny Daguio, Director of Training, On-Deck Concepts***

## The Approach

Tawny and her team at On Deck utilize World Manager's Training & Development and Communications functionality to track front-line employee training and measure effectiveness throughout their organization. They wanted to be able to amplify the training that their front-line employees were receiving with a mobile-first learning experience that delivers customized and visually compelling branded content, uniquely dependent on which brand within their organization they are a part of.

**Customizable Dashboards** - The World Manager module features a 100% customizable mobile app that administrators can change and update their dashboard, widgets, and links as often as they want.

*"We love that we've been able to customize widgets for employees to use on the dashboard so that they can easily find information and access quick links to get to any page that they need on the platform. We also export the calendar to their phones, so they get the notifications. For us - this has helped to get all employees "bought-in" on the experience and the brand."*

A key feature that has helped the On Deck Concepts team is being able to launch one training system and app that serves as the central hub for all three of the brands that they have in their portfolio. Not only can the module be segmented for multi-brand parent companies but can also be offered in multiple languages.

**Communications** - When it comes to clear and concise communication, Sign-offs are a huge resource for the team. While many brands utilize Sign-offs to track compliance, many companies also configure the system to send a mobile notification to managers of employees completing Sign-offs. Sign-offs are as simple as a click of a button. Admins are able to require photo evidence or documented evidence as a part of the Sign-offs feature.

*"Sign-offs work great for us because we are able to automatically re-target annual high-priority HR policies or training procedures to be completed without disrupting everyday operations",* said Tawny Daguio.

Not only does the On Deck team use the Sign-offs tool, but also utilizes the communications hub as a way to regularly interact and collaborate with other employees by giving them the opportunity to share via their social profiles. All employees have a social profile where they can connect with peers and share.

It's been exciting for Tawny's team to see the impact that On Deck University has made since they brought it into the field. With some of On Deck's General Managers not being as tech savvy as some of the younger employees, seeing them download it on their phone and engage through the app has been incredible.

Tawny shared with us that they use the platform as a "one-stop-shop" for everything. Within the communications tool, they have incorporated a calendar where they are able to put relevant events that are shared with the entire company. Tawny shared,

***"At the beginning of each month, we target our monthly communications video 'The Homeplate Update' to all team members in the organization. We use the video each month to recognize store performance, top performers, and any additional shout outs or upcoming events taking place within the organization. Everything is funneled through the dashboard so it's easy to navigate through the platform and reference areas, like The Homeplate Update, easier. This has helped improve our communication within the company tremendously!"***

**Training & Development** - On Deck Concepts employs the training features of World Manager

to facilitate all training within their concepts including Manager Training, and even new menu rollouts. Administrators are able to rapidly create content with the World Manager built-in authoring tool. Once the e-Learning content is created, management can gain visibility and improve the performance of employees by aligning their trainings to objectives and goals.

The On Deck team uses the reporting features to give insights on individual locations to their Area Directors. They can correlate the reports to overall store performance, linking a lot of their KPIs to what they can see from On Deck University. Tawny shared that typically when they compare their reviews or mystery shops to what they are seeing in On Deck University, to no surprise - they usually line up in terms of success.

***"One of our biggest wins since implementing World Manager has been the engagement amongst the team. Jumping from printed training to a digital e-learning platform was a huge transition for our team and I thought we would face more challenges than we have with getting everyone on board, but because of the support we received from the World Manager team and the functionality of the platform, it was much easier than I anticipated, and our team LOVES it."***





## Results & Future Plans

While Tawny and her team have been the champions of implementing On Deck University into their company's DNA, all company employees have been able to utilize the application to further advance their training and even their careers. ***"Our Manager-in-Training (MIT) program is probably one of the best examples on how WM has been instrumental in streamlining our training process. Between the testing, appraisals, and active module functionalities within the platform - we have MITs coming out of training that are more prepared than ever for their new role."***, said Tawny. By streamlining their training program and shifting to an e-Learning platform that's customized to their brands, On Deck Concepts has been able to reduce front-line employee turnover by increasing adoption in the system.

***"Our team members believe in the direction that we're going because of the platform. They see what we have, what we've created, and then from that, they can see what their career would look like. We've career mapped every single AOR (Area of Responsibility) for them, and because they see it organized and laid out - it's easy to follow. They believe in it, they're bought into it, and they learn from it. And so because of that, they stick around and they want to grow and see what's next for them."***

Looking to the future, Tawny plans to continue to grow the platform and start working more pieces of their operations puzzle into the mix. ***"It's increased our efficiency and improved collaboration. We want to make On Deck University more user-friendly for our Spanish-speaking team members and focus on incorporating more back-of-house training into the platform. We've even talked about looking into adding some operations suit capabilities to better suit our needs."***, said Tawny.



By utilizing the platform, Tawny and her team have been able to create an atmosphere of accountability and collaboration within the company. This has enabled employees to have a better understanding of what is expected of them and how they can work towards bettering their careers. The success that On Deck Concepts has seen since implementing World Manager speaks for itself, and it's clear that this platform will continue to help them grow and succeed. With their focus on the users and high-quality training, On Deck Concepts is a great example of how a world-class learning-management-system can be used to improve employee engagement and success.



### About FranConnect

FranConnect is the leading franchise management software provider. For 20 years, the FranConnect platform has served as the sales, operations, and marketing backbone for over 1500 brands worldwide. Nine of the Franchise Times Top 10 Fastest-Growing franchise businesses rely on FranConnect to drive growth, improve profitability, and streamline operational performance. FranConnect customers span all sizes, growth phases, and industries and they grow 44% faster on average than the broader franchising market. Backed by private-equity investor Serent Capital, FranConnect is headquartered in Herndon, Virginia, with global offices in Australia, India, Colombia and Canada.

**For more information on FranConnect, visit [www.franconnect.com](http://www.franconnect.com).**

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