

How better team communication and training help BurgerFi rapidly scale their restaurant network

Executive Summary

BurgerFi was looking for a unified internal communications and team training platform that would support the rapid scaling of their restaurant network.

After partnering with YOOBIC, frontline employees are more engaged and training is now something they actually look forward to. Despite the challenges COVID-19 has created for the restaurant industry, BurgerFi is opening more locations and team members are delighting customers across the country.

"Training, learning and development is at the core of everything that we do at BurgerFi. We needed to make sure that we had the infrastructure and technology in place that would help us support our learning and development goals. We realized that if we wanted to be ready for the next phase of growth, we needed a new platform."

Kevin Cooper
Director of Leadership and Development at BurgerFi



Industry: Restaurants

Company size: 3000+ employees,
130+ locations

YOOBIC solutions used: **Mobile Learning, Employee Communication, Task Management**

Main challenges:

- ✗ Low adoption rates of internal communications and training platforms by frontline employees
- ✗ Training that wasn't scaling with the rest of the organization

About BurgerFi

BurgerFi is the go-to burger restaurant for good times and great food. Since 2011, BurgerFi has been opening restaurants and partnering with new franchisees at a sizzling pace, scaling to more than 130 locations across the U.S. and beyond in just 8 years. Their secret lies in their focus on high quality, all-natural ingredients and providing guests and employees alike with an incredible experience.

Challenges

Frontline employees are at the heart of everything BurgerFi does, but 2 main challenges were holding the organization back from scaling as quickly as customers demanded it.

Low adoption rates of platforms already being used by frontline employees

Low adoption rates, especially within the fast-growing franchise segment, were caused by:

- ✗ The use of separate, disconnected systems for internal communications and team training
- ✗ Limited ways of engaging with frontline employees
- ✗ A lack of channels for frontline teams and operators to participate in internal communications

“If people aren’t using the platforms you already have, that’s an important story to take a hard look at”

says Kevin Cooper, Director of Leadership and Development at BurgerFi

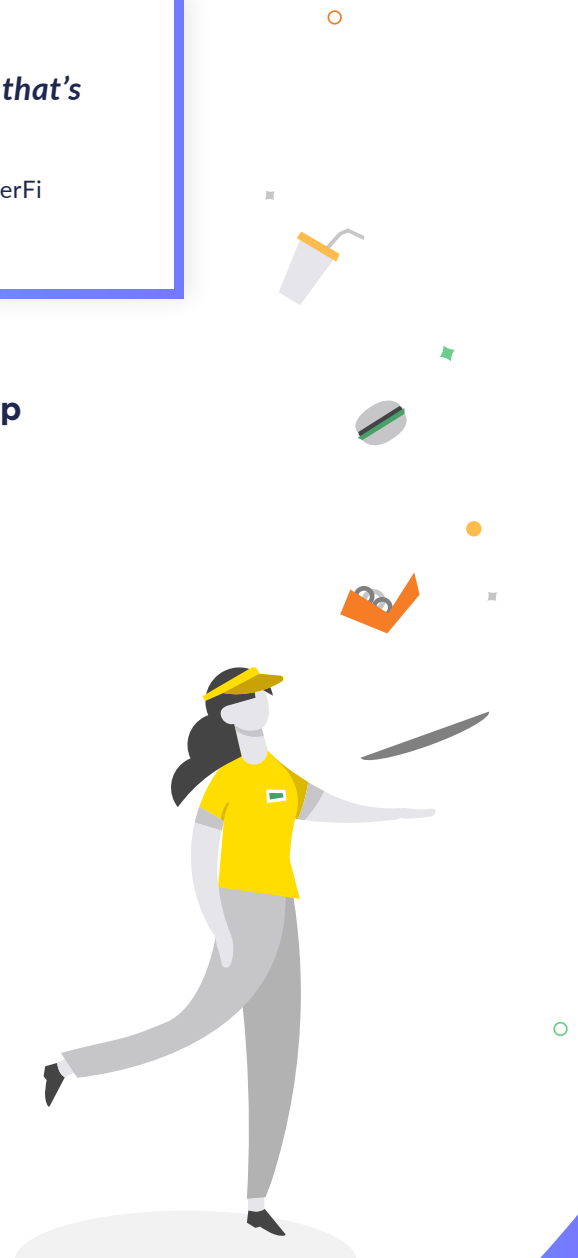
Learning and development tools that weren’t keeping up with BurgerFi’s need for scalable training

Training tools weren’t supporting organizational growth because:

- ✗ The company’s previous LMS wasn’t user friendly
- ✗ The Leadership and Development team couldn’t create and scale training content as quickly as employees needed it
- ✗ Basic, limited analytics on the impact of learning prevented speedy improvement and iteration

It was also important to BurgerFi’s Restaurant Support team that any vendors they partnered with brought best practices and continuous product improvements to the table.

After an in-depth analysis of the market, BurgerFi chose YOOBIC to help them achieve their growth goal of opening 59 new restaurants by 2021.



The YOOBIC Solution

With YOOBIC, BurgerFi centralized all internal communications and team training in one mobile-first platform, branded as Fido – BurgerFi’s cute canine mascot for learning and development.

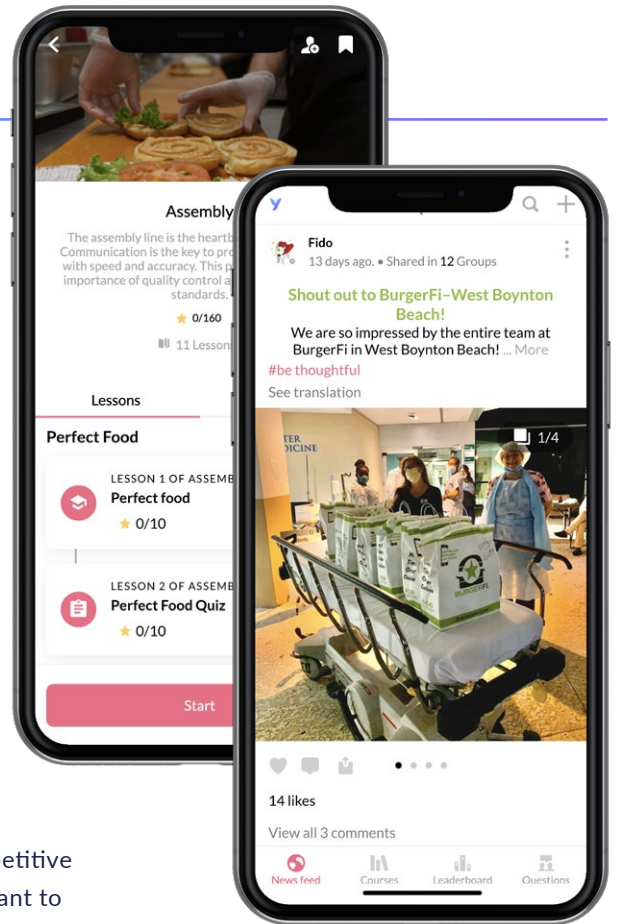
Company updates, news, employees shoutouts, photos, videos and success stories now live in an interactive company newsfeed.

All training content has been transformed into bite-sized mobile microlearning courses, which can be created and pushed out at scale to form personalized learning paths.

The basic learning analytics BurgerFi’s learning and development teams previously struggled with have been replaced with real-time, intuitive and granular dashboards.

Why YOOBIC?

- ✓ **It’s mobile-first and built specifically for deskless workers** who aren’t behind their computers all day, like those working in quick-service restaurants.
- ✓ **It’s Gen Z and millennial-friendly** with fun, interactive and competitive training and internal communications that employees actually want to make time for.
- ✓ **It combines training and internal communications in one platform**, which gives employees a space to learn, interact and collaborate with each other, driving higher adoption rates.
- ✓ **It decentralizes user management**, giving franchised locations control over their teams’ learning and development, while keeping training content consistent and assessments standardized.



Results

 **100%**

Adoption rate of the YOOBIC platform across corporate-owned and franchised restaurants

 **+ Safety**

Enhanced safety procedures across all locations

 **105,000**

Minutes of training and 47,000 courses completed in just 6 months

About YOOBIC

YOOBIC is an all-in-one platform that helps multi-site businesses such as retailers, restaurants and hotels deliver the perfect customer experience across every location. With YOOBIC’s collaborative, easy-to-use training app, every employee is empowered to continuously improve skills and knowledge and always be at their best.

 **YOOBIC**

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