

CASE STUDY



Client

Netsolace, Hamdon, CT

Product

Touchscreen-based online training system for franchise managers.

Challenge

Help franchisors build a consistent brand experience across locations with an engaging, up-to-date, and easy-to-use employee training system.

Solution

A Planar touchscreen-based system that offers flexibility and ease of development for franchisors, and an appealing, dependable, online system for franchisees.

Results

In six months, 750 Netsolace nXstep online training systems have been successfully deployed at franchises across the country.

"We chose the Planar touchscreen for this application because of Planar's reputation and history in the industry."

~Khurram Mirza

Netsolace Supports Franchise Training Needs with Touchscreen-Based System

A franchise is only as good as its fundamental concept is replicated. To that end, franchisors spend significant amounts of time training franchisees and providing resources to help them train employees. Because many franchises are retail businesses, staff may turn over regularly and there may be requirements to quickly add employees for holidays and peak periods. The franchisee needs to train new staff members and get them producing as quickly as possible.

Touchscreen reliability and ease-of-use are key to productivity

Netsolace developed the nXstep content delivery system to make training franchise employees more consistent, efficient, and cost-effective. The franchisor uses the nXstep software framework to create a customized training system for any business model. The touchscreen interface provides simple "chapters" for each training module, and intuitive "next" and "previous" buttons make the system as easy to use as turning pages in a book. The franchisor can set up different training programs for each type of employee, and can set up a comprehension quiz at the end with a franchisor-defined passing score. Test results can be automatically reported to both franchisee and franchisor using Netsolace's secure connection. This also lets franchisors control the distribution of their proprietary training material and instantly update information to all franchise locations simultaneously, including information on new product launches or corporate messages

The nXstep system consists of a Windows-based embedded computer customized with nXstep software and a Planar 19" touchscreen monitor with integrated speakers. A keyboard and mouse are included for set up – such as entering employees' names – but are then removed for simplicity and added security.

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explained Khurram Mirza, Netsolace vice president of sales and marketing. The Planar 5-wire resistive touchscreen monitor meets franchisee demands for a trouble-free and cost-effective system. With 750 units deployed in the product's first six months, Netsolace is impressed with Planar's reliability – there hasn't been a single monitor return and the built-in calibration utility makes onsite troubleshooting simple for franchisees.

At the same time, the Planar best-in-the-business warranty gives both franchisor and franchisee peace-of-mind. If a monitor fails, Planar will advance-ship a replacement within 48 hours. "That kind of standing-behind-the-product was a big plus for us," added Mirza.

Edible Arrangements depends on engaging multimedia training system

Edible Arrangements uses the Netsolace nXstep system to train employees in locations nationwide, using engaging text, video, and graphics to train employees on how to create innovative fresh fruit bouquets for in-store pickup or delivery. The large, clear choices of the user-friendly, touchscreen interface guide employees through each preparation process. During training, employees are handling and preparing fresh fruits so their fingers can be sticky. The nXstep system is ideal for this environment, letting employees move through training modules with a fingertip. The sealed touchscreen is easy to clean and franchisees can put antibacterial film on the screen that can be replaced daily. And the space-conscious, one-piece system can be mounted on a wall, swing-arm, or counter. Integrated speakers save space with no additional wires or hardware, and provide a complete multimedia experience for employees.

"Franchisors have proprietary systems and processes that are critical to their business success," said Mirza. "They need to translate their training methodology to the front lines quickly and efficiently, but they also don't want them to be compromised." With an online, touchscreen-based training system, franchisors ensure that employees follow their proprietary concepts to meet business goals. At the same time, franchisees can take advantage of efficient employee training and testing with the confidence of a reliable, cost-effective, and always up-to-date

Touchscreen Advantages

Touchscreens are ideal for retail, training, and point-of-sale applications where appealing graphics, ease-of-use, and dependability are key. These advantages also apply to gaming, healthcare, factory floor, self-serve and information kiosks, and many other applications.

Take advantage of these touchscreen benefits for any application:

- Simplify and automate processes with clear, guided choices
- Engage users with highly interactive screen and bright, appealing graphics
- Reduce errors with specific, directed options on-screen
- Save time and money with simple, on-screen menus that can reduce training time and improve productivity
- Improve satisfaction and eliminate downtime with Planar's industry-leading warranty that includes 3-year, 48-hour advance replacement