

Put more backbone into your franchise
Your guide to better health and profitability

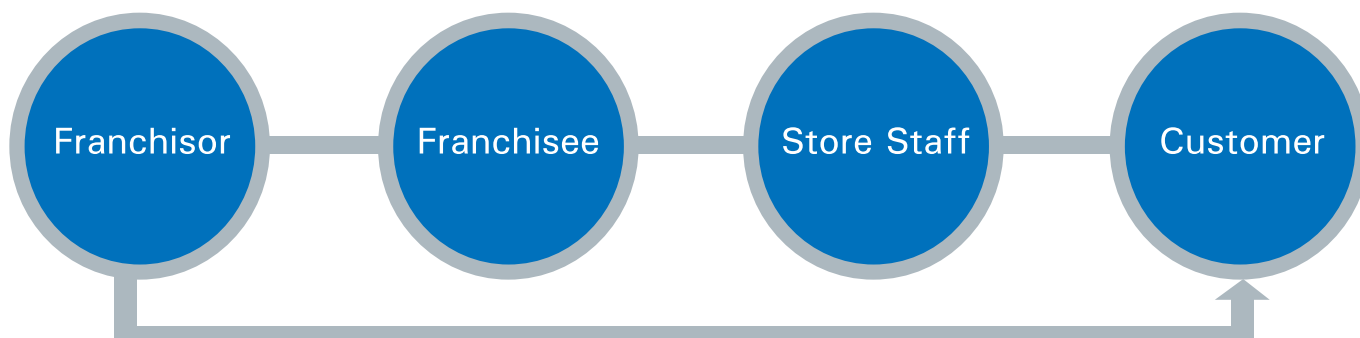


workstar
★ ★ ★ ★ ★

People are vital to the success of your franchise. The franchise model relies on your ability to unlock people productivity through local, hands-on ownership.

As a franchisor you want to improve the speed of adoption of new initiatives and adherence to standards and at the same time, provide support, training and improved communication to your franchisees.

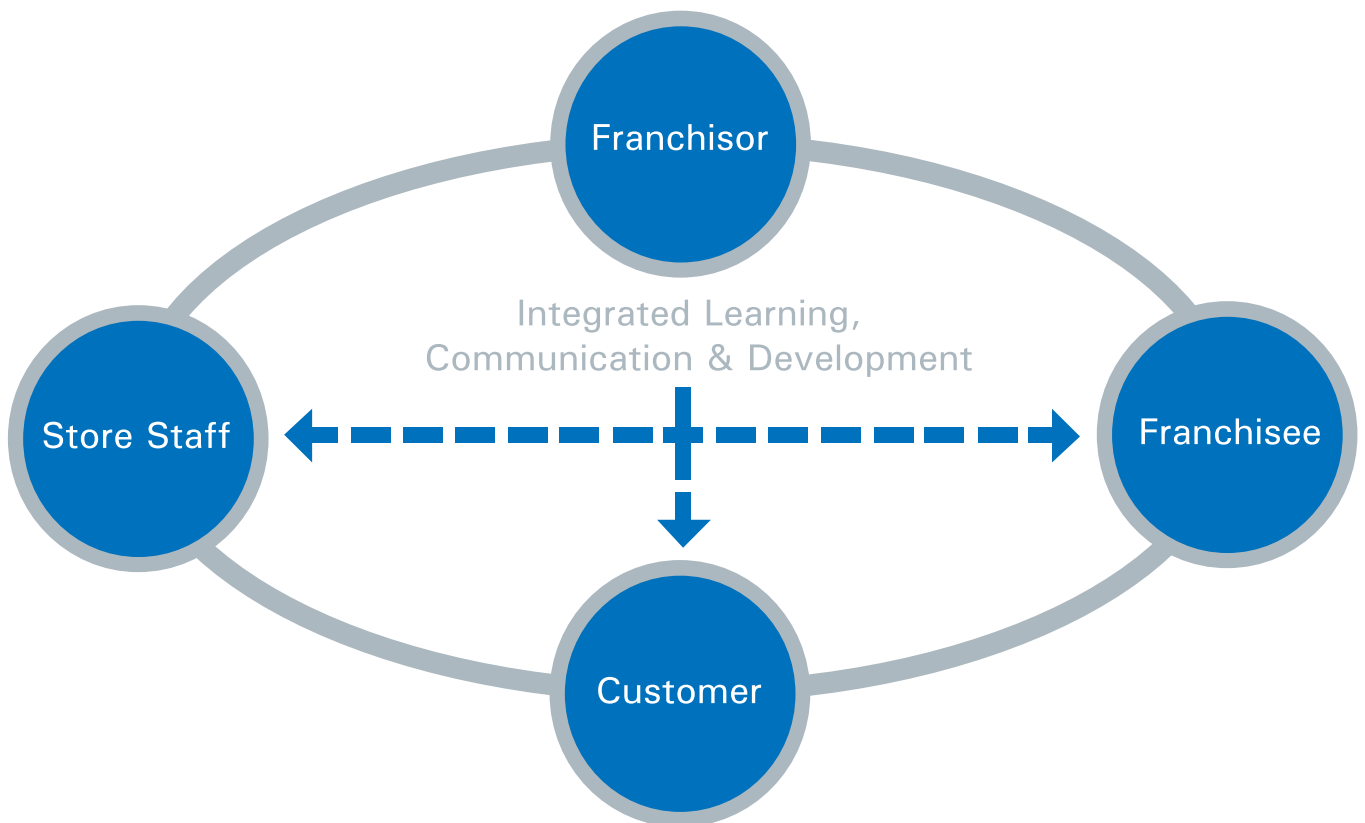
However, the traditional relationship model between a franchisor, the franchisees and their employees is often linear, resulting in slow reaction times, bottlenecks in communication and risk of non-compliance.



In best practice franchise systems, human relationships are built as a system Workstar calls 'The Backbone'.

The Backbone, powered by Workstar's Versity Orion platform, is a powerful online learning and communication solution that will allow you to deliver information and learning to 100% of your staff. It fosters first hand, one-to-one communication at all levels of the system between all stakeholders. What's more, the system's reporting functionality allows you to have complete visibility over learning and communication gaps.

The Backbone is the best way to unlock the power of your people to improve profit.



In a nutshell, the Backbone can help you:

- Establish and maintain the purpose and values of your system at all levels so that everyone understands why the business exists
- Provide an entry path from induction to activation for new staff
- Provide a bridge between all levels of people
- Communicate standards and ensure comprehension and support
- Support everyone from the four-hour a week casual to the CEO
- Provide no-hassle training
- Build unconscious competence through drills, comprehension testing and constant reinforcement
- Create a smooth communication gateway that ensures each individual only receives the communication that is relevant to them in their role

eLearning

With Varsity Orion eLearning, you can create and assign training plans to users and track progress through the modules and results against assessments.

- The training plans can include any combination of online learning modules, offline training tasks and multiple choice quizzes
- Mandatory training plans can be assigned to groups of users. A due date can be attached to a training plan and an automatic reminder message can be sent to users as the due date approaches
- Testing functionality assesses compliance and/or competency from randomly generated questions that are linked to specific learning outcomes
- Stand alone quiz functionality allows you to develop quizzes outside of a course. You can create orientation checklists and also use quizzes to determine skills gaps in the organisation prior to the development of a course
- All SCORM courseware can be stored in the courseware library where users can search using key words, assign and /or request inclusion to specific courses which are not mandatory
- Refresher training can be set as a recurrence against a course/user group
- Points can be assigned to platform tasks (for example, passing a quiz or reading a document), accumulated and then redeemed by the users for rewards as part of a loyalty program
- Statements of Achievement can be awarded for completion of training
- Learning History displays all completed learning

Key business benefits of eLearning

- ✓ Faster knowledge ramp-up of new employees
- ✓ Increased staff training compliance
- ✓ Better trained and more productive employees
- ✓ Reduced training and administration costs
- ✓ Increased effectiveness in training content
- ✓ Reduced staff turnover and improved morale
- ✓ Develop an image as an 'employer of choice'



eLearning content solutions



Induction

Online inductions ensure your staff are ready and productive for day one. They also reduce the time spend by managers inducting new staff. Varsity Orion allows you to deliver online inductions and create induction checklists ensuring all induction tasks have been completed e.g. fire alarm procedures, security passes, uniforms.

eCommunications

The eCommunications component of Versity Orion is designed to allow you to communicate quickly and effectively with your workforce. It does this via messaging and eCommunications content (pages and files) which can be created and maintained by your team.

- Intranet functionality - a wide range of communication types or 'assets' can be configured and displayed on the platform by user group (live links, PDF documents, video, pod casts, news items, marketing material, etc)
- Include a policies & procedures document management system with keyword search functionality
- Ability to upload product information (video, audio & print, podcast) and develop tests to measure customer-facing staff compliance and understanding
- Easy to use templates - the media item template can be used for loading and displaying video files or other rich media content. The free format template is designed to be as flexible as possible. It allows you to add and update pages of content using a rich text editor
- Messages can be delivered via the platform or email. Messages delivered via the platform are displayed in the recipient's 'inbox'. The inbox sits within the platform and looks similar to a standard email inbox
- Automatic messages can be programmed and linked to certain events on the users training plan e.g. reminders to complete modules by due dates

Key business benefits of Orion eCommunications

- ✓ Increased and measured understanding of key company information among staff
- ✓ Faster knowledge ramp-up of new staff
- ✓ Reduction in paper based communication costs
- ✓ Faster and more direct communication with staff
- ✓ Improved version control of Policies & Procedures
- ✓ Increased staff compliance to Policies & Procedures



Product training

Product training is essential to ensure staff can connect customer needs with your products. Online product training ensures your staff understand key features and benefits and are provided with selling tips to help them achieve sales success. Workstar utilises scenario-based learning techniques which provide learners with interactive examples of best practice customer/sales staff communication.

Soft skills and compliance

Customer service and selling skills are essential for all customer facing staff. Workstar provides both online off-the-shelf courses and custom-built courses to match your brand and customer experience. Workstar also has a suite of compliance courses including OH&S, Loss Prevention, Privacy and Sexual Harassment.

Reporting

Verity Orion maintains real time records and reports, with set access authority levels.

- Search staff access, completions and test results
- Utilise the “report builder” to build your own reports
- Generate reports which can be automatically provided to specific user groups like Line Managers or Regional Managers for example

Key business benefits of reporting

- ✓ Increased staff training compliance
- ✓ Visibility of training access and completions
- ✓ Visibility of training gaps and additional training requirements
- ✓ Ability to assess question effectiveness
- ✓ Link training results to business results
- ✓ Early indication of non-compliant staff



Loyalty and rewards

Verity Orion provides you with the opportunity to manage a structured loyalty program that rewards, and therefore encourages learning behaviour.

- A rewards catalogue can be created or points can be assigned to charity
- Points can be assigned for completing eLearning, visiting assets such as promotional information or for external training tasks
- Bonus points can be assigned by Managers to recognise additional contribution to the organisation e.g. positive customer feedback, employee of the month or sales results

Key business benefits of loyalty and rewards

- ✓ Increased participation of users
- ✓ Reinforced positive behaviour
- ✓ Create staff champions for learning
- ✓ Ease of loyalty program management
- ✓ Improved staff morale



Support for your team

From your initial meeting with Workstar through to your implementation, launch and beyond; the Workstar team aims to make your learning, development and communication initiative a complete success. Our team includes learning and development experts, learning infrastructure specialists, business analysts, instructional and graphic designers, developers and trainers.

Franchisors are appointed an Account Manager who will facilitate strategic discussions around opportunity gaps and provide ongoing recommendations to increase staff usage, improve training content and communication. We also offer an optional Launch Package which includes Marketing and Promotional support.

New features and enhancements

Versity Orion is a constantly evolving product, ensuring your future learning, development and communication are met. Phased introductions of new functionality and enhancements will be available to licensed clients on a regular basis. Whilst some will be offered as optional additions, many of these will be offered to clients as standard.

Feedback

Workstar values and encourages feedback from our clients. The prioritisation of the product development roadmap is influenced by this client input. Your client account manager will regularly ask for your feedback and ideas. Workstar also have a select number of strategic clients who participate in quarterly product development workshops to feedback suggestions and engage with other Versity Orion users.



About Workstar

Workstar provides total learning and development solutions to people and businesses across the globe.

Leading employers use Workstar's award winning technology, learning content, training and consulting services to deliver increased sales, productivity and compliance, whilst reducing training and recruitment costs.

Workstar have been awarded major national and international multimedia projects in education and training and have also received global awards recognition.

Awards include:

- 2008 Learn X Asia Pacific - Best Instructional Designer
- 2008 Australian Information Industry Association iAwards - Education and Training
- 2006 Australian Human Resources Institute: NSW Leadership Award – Consultants Category
- 2006 Australian Institute of Training and Development eLearning Excellence Award
- 2005 United Nations World Summit Award: Best eGovernment Product
- 2005 Australian Interactive Multimedia Industry Award: Best eGovernment Product
- 2002 Best eLearning Strategy Award (Human Resources Magazine for client Rebel Sport)
- 2002 Asia Pacific ICT Awards: Excellence in eLearning



Head Office

Suite 2, Level 2, 3 Rider Blvd,
Rhodes NSW 2138 Australia
www.workstar.com.au

T: +61 2 9701 2300
F: +61 2 9701 2400
E: enquiries@workstar.com.au

Workstar locations

Adelaide | Brisbane | Hobart | Launceston | Melbourne | Sydney

1300 WORKSTAR (967578)

A TodayCorp Company

workstar
★ ★ ★ ★ ★

 versityorion