

CASE STUDY:

The Entertainment & Education Group creating custom branded training and communications platforms for all their Brands in the world, using only one App.

Background

At TEEG we are all about making the guest experience a memorable one and we can't do this without an enthusiastic and informed team – our FUN SQUAD. We use our World Manager platform, 'Level Up', to communicate with our teams and to complement our comprehensive 'on the job' training, with online modules and access to policies/procedures relevant to their role. This process ensures our teams are always knowledgeable and compliant.

The Charge

TEEG currently operate in 6 countries outside of Australia, including New Zealand, Indonesia, Philippines, Singapore, India and Vietnam. Being able to communicate directly with team members in a particular country, not only is useful in a practical sense, in terms of customising information that is relevant to that region; but it also allows them to feel included and comfortable as they can read documents in their native

language and communicate with others from their team.

The Approach

We sat down with Belinda Falzon, Chief Operations Officer & Chief People Officer at Timezone and AMF Bowling, to hear how she uses FranConnect's World Manager platform within the organization.

"We love how flexible World Manager is – even though it is one platform, we can make each landing page unique and specific to the brand. Whether you are a party host at Zone Bowling, a bartender at King Pin or a café attendant at Timezone India, your platform is designed for you. You won't see out of date or irrelevant content; it's always fun, colourful and on-point and reflects who we are."

– Belinda Falzon, Chief Operations Officer & Chief People Officer

What benefits do you see in having separate countries set up?

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-Belinda Falzon

What do you love most about your World Manager platform?

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Which tool has had the most impact?

The Service Desk allows our Fun Squad members to connect with the right person in a quick and simple way. It also gives our management teams visibility over the types of requests being submitted so we can better plan and manage resources. We encourage our team members to give feedback, ask questions or tell us about a problem, and the 'Open Door' ticket category gives team members a direct link to our executives to do this.

How has the platform helped you as a global company?

We recently rolled out a new global culture piece to our teams throughout 6 countries around the world, introducing our mission and values as an organisation. World Manager gave us the ability to spread the word by sharing engaging content to drive the message home. We uploaded a video of the launch as well as a soft copy of the handbook, because although we printed 8000 copies of the book, having it on Level Up, means it can be accessed anywhere at any time, by anyone in our venues.





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.



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