



CASE STUDY:

Snooze Australia Increases Productivity with Streamlined Communication Methods Using FranConnect's World Manager

Background

Snooze has come a long way since its inception back in 1974 under the name Capt'n Snooze. Despite the name sounding somewhat outdated in today's world, the belief that the bedroom is the most important room in the house remains at the core of Snooze. What started as a humble specialty bed store in Melbourne has now expanded significantly to become one of the largest franchised specialist bedding chains worldwide. Over the years, Snooze has spread its wings across Victoria, New South Wales, WA, SA, TAS, ACT, and Queensland, leaving an impact on local communities everywhere by impressing them with their signature bedroom expertise and personalized options. Today, Snooze and Bedpost, the franchised bedding group that they joined forces with, continue to strive towards providing customers with a quality, comfortable rest.

Now called, Snooze, many of their 80+ stores are nationally owned and operated by local franchisees – still offering that wholesome warmth with all the benefits of 49 years of experience in the bedroom.

The Charge

We spoke with Yolanda Cummings (General Manager, People), Belinda Tancredi (HR Officer), and Anique Darby (HR Administrator) on how FranConnect's World Manager has influenced their front-line employee training in their franchise and corporate stores alike – and what they are working on implementing next. Although the World Manager platform was already implemented at Snooze before they came on, they were able to share with us how Snooze used the platform, which they call "SCOPE", to streamline training and communication for over 500 employees across Australia.

"The store level or frontline is our primary audience. They use the World Manager tool the most out of everyone. They log into the platform for their training, to see product updates, view lead times, and even to report an incident."

– Yolanda Cummings, General Manager-People, Snooze

The Approach

The Snooze team uses World Manager's Training & Development and Communications functionality to track front-line employee training and measure effectiveness throughout their organization.

Notices - A key feature that has helped the Snooze team streamline communications while keeping all departments informed serves as the central hub for both company stores as well as 74+ franchised locations. Notifications are received by email which can be viewed from their mobile device allowing them to quickly be informed as well as acknowledge they have read the mandatory notice.

Segmentation for Corporate Stores vs. Franchised Stores - A huge factor for Snooze being able to segment different features for their corporate-owned stores and their franchised stores is being able to submit incident reports.

"We target different communication and training content to different audiences.", said Yolanda Cummings.

Quick Links - Snooze has multiple uses for their "Quick Links" section within the World Manager module. Similar to bookmarking or adding a link to your favorites, Quick Links is where you can store commonly used links that the administrator is able to add to the brand home dashboard.

"We use Quick Links to store our order forms so it's one central place for stores to order from. We also link all our e-Learning there as well. It's become our library of internal policies and procedures, which Anique looks after, and is doing a lot of work to regularly update in the background. We've recently started dabbling in things like written tests, but only for a small group of individuals that are going through our leadership program.", said Belinda Tancredi.

"We use the "Notices" feature in World Manager as the central point for all our messages we send out instead of using email. We try to be consistent with how we communicate out.", said Belinda Tancredi.

Yolanda Cummings added, "I think it's the most reliable feature for us. We're very lucky - we have real faith in this system at our franchise network level. We know we can cascade messages and we know that they'll be read. In fact, at store level, they say, "Yeah, we read SCOPE religiously!"."



Customizable Dashboards - The World Manager module features a 100% customizable mobile app that Yolanda, Belinda, and Anique can change and update their dashboard, widgets, and links as often as they want to ensure it is the most up-to-date information for employees.

“Through the COVID-19 pandemic, the World Manager module handy because it was easy. We had a widget on the front homepage that had all our COVID safe plans, checklists, and every communication that we sent out during that timeframe. We utilize the customization of the dashboard a lot. Employees can get to things they need really quickly without having to go down to the toolbox to find whatever it is they are looking for or search desktops or through emails. It’s all located in one spot for them.”, said Belinda Tancredi.

The Snooze team regularly works with their Customer Support Manager, Victoria, to refine and continuously improve how they use the system. Belinda shared,

“Our home dashboard is inspired by Victoria. She was able to show us what some of the other brands are doing in a best practice. It meant that we renamed some things, that we used things differently on our dashboard than we were before, that we could set-up the dashboard to better serve those at the Support Center who work on their laptops instead of the mobile app. Anique and I changed the look of SCOPE in two days based on her feedback.”

Results & Future Plans

The World Manager module has enabled the Snooze team to consistently have management training within the platform providing consistency across all locations. In addition, using the unique targeting functionalities allows them to send the right communication down to the right employee, and gives their management team the opportunity to know what’s going on at any given time.





Knowing the value of how the World Manager module can streamline operations. Anique shared that she is doing work behind the scenes to get the calendar function of the module set up for them for future use, as it's an option they've never used before.

"We use certain features consistently and we use them well. But there has been some areas that we put off to the side that we are starting to bring back in like "Calendar" feature. We've got a project on foot that will have us using the "Gallery" again as well.", said Belinda Tancredi.



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.

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