metrics that matter

Global Restaurant Chain

As a global casual dining leader, this chain strives to provide the ultimate customer experience. Improving the quality of restaurant managers across franchises is key not only for customers, but for company growth and success worldwide. Leveraging Metrics That Matter™ (MTM) technology and consulting, this organization has shifted to an evaluation strategy that provides quick, portfolio level insights and drives decision-making across franchise groups.

→ **+900 locations**   → **+25,000 employees**

Client Challenge:

Prior to engaging Explorance, the client's measurement approach was labor intensive, with insights provided to senior leaders on an "as-needed" basis. L&D prioritized one strategic program serving new managers. This eight-week program included both formal and informal learning, on-the-job training, and a three-day retreat focusing on concepts more challenging to cover in a restaurant setting. The organization was also preparing to create a brand new leadership development platform consisting of 36 new self-paced courses. With a smaller team and pressure to cut costs and increase efficiencies, L&D needed to do more to tell its story and strengthen its partnership with the business.

"Don't assume that you know what your business partners expect in terms of data. Be open-minded and willing to tell a more concise story vs. trying to tell the story that has a lot of validating data points. We're often looking for proof when all we need is something that sets us on the right path."

-Senior L&D Leader

MTM Solution:

The client leveraged MTM technology and consulting to:

⟶   Articulate a future state vision based on learning analytics best practices

⟶   Re-establish a balanced set of KPIs and align reporting to key stakeholder roles and decision-making needs

⟶   Align courses to business outcomes to optimize operational and executive reporting

⟶   Streamline data collection, benchmarking, and reporting across courses to enable timely course comparisons and improvements

⟶   Leverage MTM research and tools to increase manager engagement and accountability

Results:

With improvements to data collection, analysis, and reporting, the client has undergone a transformation generating tangible results for L&D and the business. Examples include:

⟶   Increasing efficiency in staff resourcing and allocation (e.g., recruiting an instructional designer instead of hiring additional analysts)

⟶   Using MTM data to improve learning application to the job by developing tools and resources that will drive deeper manager engagement

⟶   Making a business case for learning content developed internally versus externally to reduce costs and increase efficiency

⟶   Implementing broad-based measurement to make more strategic portfolio-level decisions versus changes to one program or course at a time.

Drive meaningful impact in your learning and development programs.

explorance.