



# JACK IN THE BOX SERVES UP FRESH LEARNING WITH INKLING

## Challenges:

- Operate more efficiently to reduce labor costs and preserve thin margins
- Manage high employee turnover rates while streamlining onboarding
- Drive high customer satisfaction rates and a consistent experience across stores
- Deliver high quality LTOs and new menu items with better training and service

## Solution:

- Knowledge & Training
- Learning Pathways
- Mobile Learning
- Content Authoring

## Results:

- 100% adoption across 2,240 U.S. store locations
- Significant savings on training costs for outside seminars and critical courses
- Ability to quickly confirm restaurant training for 18+ new product promotions launched yearly

## Modernizing learning for a dynamic workforce

Twenty years ago, Jack in the Box built their own internal training solution. The system required manual, cumbersome processes for creating, editing, and distributing content and lacked the ability to assess training effectiveness, learning completion rates, and employee engagement. Jack in the Box recognized the need to modernize its learning solution in order to support the speed of its business, its strategic growth plans, and the training requirements of launching Limited Time Offers (LTOs) every eight to ten weeks.

In 2020, Jack in the Box envisioned a better way to train and enable its frontline employees. The training team selected Inkling to support its training modernization strategy. To secure buy-in from executives and franchise owners, the L&D team laid out three goals for their new training strategy and solution: Create high customer satisfaction scores by training employees to deliver consistent performance across stores. Minimize the impact of employee turnover during a period of unprecedented labor issues. Relieve the burden on restaurant managers to train their new employees, by delivering operational training and knowledge to all frontline employees on mobile devices.

Despite their aggressive four month migration timeline and the beginning of the global COVID pandemic, Jack in the Box launched the new “Jenius” platform, powered by Inkling, on schedule and secured 100% adoption across all store locations. The new strategy supported by the Jenius platform not only enabled Jack in the Box to rebrand and refresh all of their training content while saving costs, but also created a single source of truth for operational knowledge that’s accessible to all employees on any device, exactly when they need it.

## Achieving a tight migration timeline during a global pandemic

Jack in the Box adopted Inkling as its mobile workforce enablement solution in February 2020 and launched it four months later in June. The L&D team branded the new Inkling system “Jenius” (genius with a “J” for Jack) to promote its benefits as a one-stop source for all knowledge and communication. New icons, colors, and templates were selected to deliver a fresh, consistent, and on-brand experience across store locations.



For over 70 years, Jack in Box has spearheaded a different kind of fast-food dining experience for customers who like to live “outside the box.” The restaurant chain takes pride in its large and distinctive menu—ranging from burgers and tacos, to egg rolls and stuffed jalapeños—and was the first quick-service chain to offer conveniences such as drive-thrus, breakfast sandwiches, and portable salads. Today, Jack in the Box employs more than 60,000 workers and operates 2,240 U.S. locations, with 94% of its locations owned as franchises.

100%

Adoption Across 2,240 U.S. Store Locations



Significant Savings on Training Costs

18+

Successful New Menu Item Launches Per Year

The aggressive four month migration timeline was impressive even under normal circumstances, but proved an extraordinary feat when the global pandemic began in March. Fortunately, the Jack in the Box team had the help of Inkling Content Strategists, Aptara and the simple, intuitive authoring tools in Inkling to help them meet their go live date. As a result, all content migration and creation work was executed by the Jack in the Box team from their homes using branded content templates, Inkling's intuitive authoring tools based on the content strategy and prioritization developed with Inkling and Aptara. All content, including new COVID-related training was successfully updated and moved into Jenius on time.

The key to adoption for Jenius was buy-in from executive leadership and franchisees. In addition to grassroots marketing to both of these groups, the ability for Inkling to deliver content on any mobile device was critical to adoption by franchisees. Because Inkling works on any device, franchisees were empowered to purchase their own devices that fit their needs and budgets. After the launch of Jenius, the L&D team held six well attended training webinars, multiple Q&A sessions and had regular office hours to provide help to franchisees and gather feedback. As a result of these efforts, Jack in the Box achieved 100% adoption and franchisee buy-in across all 2,240 U.S. store locations.

### Innovating for tasty results

Jenius now delivers an engaging, intuitive, and easy-to-use learning experience that serves the needs of front line workers, managers and franchisees. Inkling's Learning Pathways makes it easy for frontline employees to understand exactly what training is required next, while Inkling Knowledge empowers them to search for refresher training and reference materials while in the flow of work. Because Inkling supports media-rich learning materials such as embedded videos and images, the Jenius experience feels modern and fun.

For the L&D team, Inkling provides collaborative authoring, digital content creation and editing, and mobile delivery—all on a single platform. What previously took weeks can now be created, edited, and launched in hours and assigned to employees with the push of a button. "With Inkling, you can quickly put together courses because you don't have to start from scratch every time. We created our new Covid course using a pre-existing template, dropped in widgets and images, passed it around for edits and approvals, and delivered it with the push of a button," said Natalie Trzcinski, Senior Director of Menu Process, Training and Integration at Jack in the Box.

Restaurant managers, regional leaders, and HQ now have complete visibility into digital training through data and analytics, including shoulder to shoulder training, which used to be paper-based. All Inkling data has been integrated into Tableau to track training and engagement. In FY2023, Jack in the Box anticipates a reduction in printing costs as Jenius replaces printed materials.

From the beginning, the L&D team planned for the future. "One of the smartest things we did was to create an internal Jenius Leadership Network which consists of 12 of our most passionate leaders across multiple franchise organizations. They meet monthly to talk about what's working and what could be improved," Trzcinski said. "The network drives continuous improvement while keeping field leaders engaged. Future plans for Jenius include optimizing courses to be 80% videos and 20% text, seamless implementation of an LRS and xAPI enabled content that will help us create the restaurant of the future.



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“ Training is critical to supporting process and menu innovation at Jack in the Box. With Jenius, powered by Inkling, we can deliver the right knowledge and training to 60,000+ team members, which drives a consistent customer experience. ”

Natalie Trzcinski, Senior Director of Menu Process, Training and Integration