



# Jack in the Box Launches New Training Platform in 4 months

For over 70 years, Jack in Box has delivered a different kind of fast-food dining experience for customers who like to live “outside the box.” But the company’s internal training solution became cumbersome for creating, editing, and distributing training content and lacked any insight into training effectiveness, learning completion rates, and employee engagement.

In 2020, Jack in the Box sought a better way to train and enable its frontline employees. The main goal was to boost customer satisfaction (CSAT) scores with better frontline worker training for consistent performance for the company’s 2,240 quick-service restaurants across the U.S. - **all in 4 months!**

**2020** Jack in the Box seeks new way to train and enable its frontline employees.

We all know by now that things change on a dime. And with change, there can be a ton of variables companies have to manage and overcome. This was true for quick-serve restaurant giant, Jack in the Box, when the company realized it needed a new training strategy to keep frontline employee learning in pace with rapid change—and to drive business results like higher customer satisfaction scores.

What the company wanted was a modern learning solution that could be implemented alongside its existing systems.

Jack in the Box recognized the need to modernize its learning solution in order to:

- 1 Support the speed of its business and its strategic growth plans
- 2 Enable employees to be more self-sufficient with training so managers could spend more time with customers
- 3 Speed up employee proficiency by reducing complexity both on the part of frontline workers and course authors
- 4 Modernize requirements of launching Limited Time Offers (LTOs) every eight to ten weeks
- 5 Deliver fast, on-the-job, bite-sized chunks of training, anywhere on any device, that could be cranked out faster than in weeks or months.

# Jenius - Modern Learning Solution for Fast Times

Taking a serious look at Inkling, the team at Jack in the Box found that mobile learning would enable workers to learn on the job, making training more seamless, efficient, and effective. Inkling's content

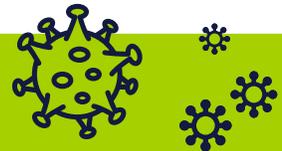
authoring tool would help the L&D team to crank out new training content as fast as the company needed in rolling out new menu items every couple of months.

## To secure buy-in from executives and franchise owners, the L&D team laid out three goals for their new training strategy and solution:

- 1 Create high customer satisfaction scores by training employees to deliver consistent performance across stores.
- 2 Minimize the impact of employee turnover during a period of unprecedented labor issues.
- 3 Relieve the burden on restaurant managers to train their new employees, by delivering operational training and knowledge to all frontline employees on mobile devices.



## COVID PANDEMIC STRIKES



The aggressive four month migration timeline was impressive even under normal circumstances, but proved an extraordinary feat when the global pandemic began in March. Jack in the Box adopted Inkling as its mobile workforce enablement solution in February 2020 and launched it four months later in June. 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.

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.

The new strategy with the Jenius platform resulted in a complete rebrand and refresh of all Jack in Box training content for training cost savings. Workers now spend less time on training because it's accessible on any device, exactly when they need it, which translates to a significant reduction in labor costs. And in FY2023, Jack in the Box anticipates a reduction in printing costs since Jenius replaces all printed training materials.

**Jack in the Box launched the new “Jenius” platform, powered by Inkling, on schedule and achieved 100% adoption across all store locations.**

# Results - Innovating for Tasty Results

The results from implementing Inking aren't solely in cost savings. The L&D team is now able to deliver training to 60,000 employees in hours versus weeks. Inking provides a collaborative content authoring tool that allows for digital content creation and editing, and mobile delivery—all on a single platform.

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, Inking's intuitive authoring tools based on the content strategy and prioritization developed with Inking 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 Inking to deliver content on any mobile device was critical to adoption by franchisees. Because Inking 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.

Jenius now delivers an engaging, intuitive, and easy-to-use learning experience that serves the needs of front line workers, managers and franchisees.

## Inking's **Learning Pathways**



makes it easy for frontline employees to understand exactly what training is required next

## Inking's **Knowledge & Training**



empowers them to search for refresher training and reference materials while in the flow of work

For the L&D team, Inking 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.

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 Inking data has been integrated into Tableau to track training and engagement.

***With Inking, 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.***



**Natalie Trzcinski** - Senior Director, Training & Integration



# Conclusion - Preparing for Whatever Comes Next

The new training strategy resulted in a complete rebrand and refresh of all training content and created a single source of learning truth that's easily accessible by frontline workers whenever and where ever they need it.

Now the L&D team at Jack in the Box can create more impactful and engaging content, do it faster, and get it to frontline worker hands earlier. Restaurant managers can spend less time training new employees and more time with customers. And frontline employee learning is directly aligned to drive business results—with improved customer satisfaction scores.

All of this happened during a global pandemic when a lot of companies were closing their doors and sending people home. Inkling enabled the training team and HR to send out clear, consistent communications about new protocols and training in response to COVID-19 with the click of a mouse.

The company's workforce training program can now adapt to changing circumstances. They also see more efficient product launches and higher customer satisfaction scores, which puts Jack in the Box in a great place for whatever comes next.

*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, Training and Integration

Testimonial

## Jack in the Box keeps its content fresh

Learn how Jack in the Box utilizes the Inkling platform for their learning and development content, and how visually appealing and user-friendly it is for the end user.

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