



Measure Business Impact from Training

Correlate Business Objectives with Training Insights to Improve the Effectiveness of Your Programs

Proving the impact of training programs can be a time-consuming challenge that often ends up low on IT's priority list. With Schoox's Business Impact Module, L&D teams can easily correlate company key performance indicators (KPIs) without the need for an extensive team of analysts or a separate BI tool. Go beyond basic compliance data and deliver tangible insights connected to overall business objectives to stakeholders and executives. Get detailed visibility into curriculum, courses, events, and on-the-job training so that you can adapt your programs with more confidence.

Easily Import KPI Data

- Leverage your business KPIs like revenue, customer satisfaction averages, employee engagement, employee turnover, program performance, and others
- Easily import KPI data via Excel files or integrate with any third-party system
- Add your KPI values at the organizational level, course/curriculum level, employee level, or all of the above

Connect Training to Key Business Objectives

- Select a statistical correlation method to measure the relation and dependency
- Explore training performance thresholds and set target performance-level benchmarks
- Investigate how long it takes after training to see the impact and expected results in respective business areas
- Distinguish differences between ongoing and seasonal training initiatives and their impact on your business

Get Actionable Insights into Training

- Correlate training initiatives to overall business goals and objectives like customer satisfaction, sales, retention, or engagement
- Compare business performance between two or more units, regions, or business areas
- Correlate business KPIs with one another and explore their impact on one business area

Evaluate Organizational Knowledge

- Get visibility into the depth of your organization's knowledge
- Track the depth of knowledge in any part of the organization, or measure it for a particular subject, course, or curriculum
- See how the collective knowledge impacts your business KPIs
- Correlate your employees' knowledge against skill strengths in their job



How a Popular Restaurant Chain Increased Profits and Improved Operations by Measuring the Impact of Training

CHALLENGE

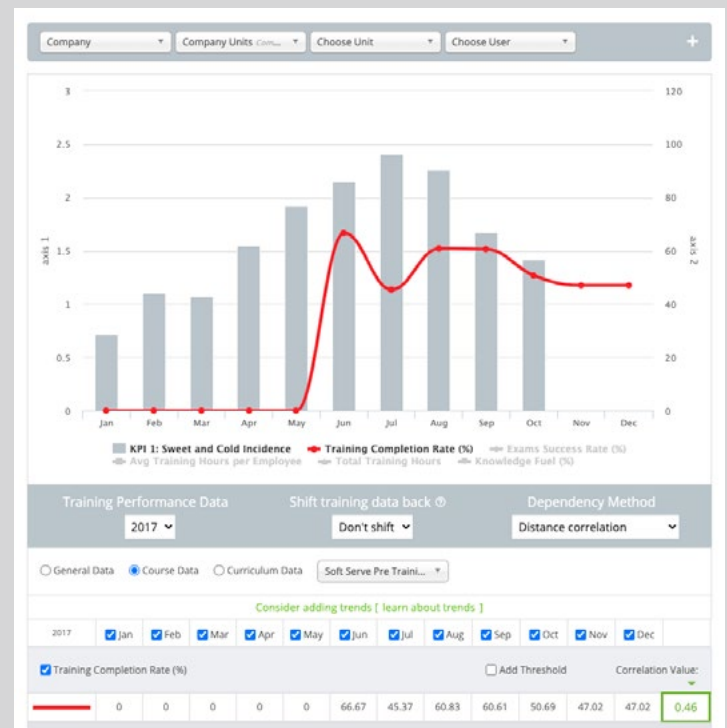
- One of the oldest fast-food chains in the country has benefited from a reputation for quality taste, value, and consistency in their products. But like many other restaurant companies, they struggle with high employee turnover and market competition.
- In 2017, the newly founded L&D department was charged with launching an LMS that would enable them to efficiently roll out training courses to a diverse and distributed workforce. The team needed to set up and launch the program quickly to train its employees to support key business objectives and measure the impact of their training initiatives.

SOLUTION

- The company partnered with Schoox to deliver online and mobile training to approximately 18,000 new employees annually across 300+ locations.
- They also leveraged the platform to test and analyze training and other business data to ultimately drive an increase in sales and sustained product improvements.
- Using the Business Impact module, this restaurant chain measured the impact of training by analyzing a combination of training data, sales data, and customer satisfaction data to understand correlations and dependencies between metrics to determine what needed to be improved and how.

RESULTS

- After isolating the perfect combination of a recipe, equipment, and training modalities, they launched a new training program to support the rollout of a new soft serve ice cream machine in 300 locations.
- They monitored the impact on their business results over six months, and through insights acquired by Schoox, were able to statistically correlate a higher percentage of “sweet and cold” product sales in the locations that had higher completion rates on the product training. They saw an increase in profit over that time which continues today.
- By measuring the efficacy of their training programs, they were able to help improve their unit restaurant operations and profitability while maximizing costs, a double win for them.



“When we uploaded the sales content to Schoox’s Business Impact Module and chose the stores that had higher completion rates and better test scores, we found they had a higher rate of shake sales on a per store, per day basis. It was a correlation, so it worked—the people that did more training did better. That’s about the best thing I could ask for as a training professional.”

– Director of Training

Schoox is the only modern, cloud-based learning and talent development platform designed to unlock employee potential and accelerate business results for even the most complex company structures.

[Request a demo](#) and see how we can help your company measure the impact of your training programs.