Food & Beverage   Brightcove Live   Video Cloud

How Wendy's fresh approach trained employees faster

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RIGHTCOVE HELPS STREAM
IMPROVE RESTAURANT SAFET
INCLUSIVE CULTURE

What started in 1969 as a single hamburger restaurant in Columbus, Ohio has now transformed into one of the world's largest franchise operations. Wendy's founder, Dave Thomas, began franchising the restaurant in 1973, opening more than one thousand locations within the company's first 100 months. Now, 95 percent of its restaurants are franchise-owned.

Effective, streamlined communications is critical to the successful training, aligning, and engaging of Wendy's diverse workforce, which includes corporate staff, company-owned restaurant employees, and franchise teams. Today, the company uses Brightcove-powered video to drive its internal communications and training programs for all o replacing written memos and hard copy learning material with video, We deliver secure, consistent, role-appropriate content and aligned messag

Also, using Brightcove to distribute Wendy's training videos has played a reducing the length of employee training time, which has subsequently h effective operations, improve restaurant safety, and create an inclusive c

LIVE EVENT STREAMING & PORTALS C
INTERNAL AND EXTERNAL ENGAGEM

Wendy's partners with Brightcove to deliver video on demand (VOD) thro intranet portal, "WeConnect." The portal, accessible only to Wendy's cor franchise owners, features video communications announcing news, upd corporate information. Chelci Fauss-Johnson, Wendy's digital media sen company has become more involved in creating and distributing video c internal portal, simply because it works better than email or written mem has grown increasingly enthusiastic about it, even requesting more frequ the franchisees, including monthly quiz videos.

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Our training videos promote safe behavior and help to reduce the risk of accidents in our workplace.

Tim Wicks-Frank
Lead Learning Architect

Wendy's also makes use of live stream video through Brightcove Live, wh[...] viewers real-time video footage of officer and director meetings, employ[...] conventions, and the company's annual Investor Day via the WeConnect [...] hosted at Wendy's corporate headquarters in Dublin, Ohio, covers the or[...] quarter and cumulative year results, attracting over 700 views across the[...] servicing those who can't be on-site. Meanwhile, live stream video of We[...] conventions, which have high physical attendance, garner over 500 off-s[...]

To continue driving employee engagement across the Wendy's organiza[...] says live stream footage is repurposed into VOD assets, which are then p[...] WeConnect portal. "Ninety-five percent of things we do are for our franc[...] what our main goal is, getting information out to them," says Fauss-Johns[...]

Live stream and VOD not only help boost Wendy's employee engagemen[...] inclusiveness, but also save the company valuable operational expenses.[...] explains: "If we buy the streaming hours [through Brightcove], it's more r[...] live stream versus an operator-assisted call and a WebEx. So, we've bee[...] more in the past two years here than we ever have. We like to use video t[...] involved. And I think what we've done so far really helps."

WENDY'S BRINGS EMPLOYEE TRAININ[...]
RESTAURANT SAFETY TO LIFE THROU[...]

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...dy's also uses video for training, education, and HR-re... ...erations teams have been heavily involved in creating s... minutes long, that help explain new products, equipment management, and food preparation. So far, they've produced over 300 VOD assets, which are published to the WeConnect portal. These same videos are also uploaded to company's learning management system (LMS).

As video has become an integral part of employees' professional development, Wendy's has seen tremendous results in the way of training and education. Teams from human resources and operations are requesting so much video that production has more than tripled.

"Videos are a great addition to our blended training approach," says Tim Wicks-Frank, lead learning architect at Wendy's. "The videos are playing a big part of our overall training program."

Wendy's instructional videos, which include pop-up quizzes and other in... had such a positive effect on employee learning retention, the company ... time in training courses. Employees are spending less time training and ... productive in restaurants. Also, the Wendy's training team has received p... restaurants regarding the use of training video. Employees have praised ... methodology for helping enhance safe work environments—a good thing ... customers alike.

"Our training videos promote safe behavior and help to reduce the risk o... workplace," notes Wicks-Frank.

WENDY'S RELIES ON BRIGHTCOVE FO... VIDEO DISTRIBUTION TO EXTEND REA...

With Brightcove's easy-to-use technology, streamlined functionalities, an... Wendy's has pushed video communications front and center. Says Wicks... easy for us to distribute video for training purposes."

Brightcove's integrated file transcoding, in particular, has made content ... The Brightcove platform automatically formats multiple renditions of a si... multipoint distribution. This ensures Wendy's can provide all audiences a...

[B]

; all our restaurants have equal network capabilities, s
wonderful. Because of that, it's enabled us to reach a much wider audience," says Wicks-Frank.

Brightcove's security capabilities are also critical, given the company's sensitive information shared via video behind the Wendy's firewall. Support for encrypted video and flawless streaming via the WeConnect private portal are just a few of the security features that give Wendy's IT team peace of mind.

"It's important to us that we distribute video in a secure fashion," says Fauss-Johnson. "Brightcove helps support that requirement."

Looking ahead, both Wicks-Frank and Fauss-Johnson expect to introduc
video to Wendy's communications repertoire, encouraging users to enga
directly on screen. They both agree this feature, along with additional Bri
will help them further maximize the power of video for Wendy's.

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