

Krispy Kreme Reimagines Training

Wisetail LXP enables team members and franchise partners at fast-casual retailer to be DoughPro's.

ABOUT KRISPY KREME

American doughnut company and coffeehouse chain with more than 1,000 locations, Krispy Kreme has earned its reputation as a top international retailer of premium-quality sweet treats – such as its signature Original Glazed doughnut.

“Navigating training during the pandemic so positively has opened up our team to online learning. Our staff members are excited to see Krispy Kreme branded training content, which helps us bring our iconic, legacy brand to life.”

- Timothy Gwynn, Senior Instructional Designer



Like many frontline customer-focused businesses, Krispy Kreme had to throw out all the rules when it came to Covid-19. Employees were working fewer hours and working less and less onsite – but Senior Instructional Designer Tim Gwynn and Training Specialist Toni Lamb still had critical training content to deliver.



Krispy Kreme's flagship store in New York City

Why the rush? Krispy Kreme was on the verge of opening five new store locations in New York City, including its flagship Times Square store that saw enormous amounts of foot traffic each day. Opening a new store is a cause for excitement and celebration – but it also comes with pressure to train employees on time, socially distances, and in compliance with strict rules and regulations specific to New York City.

Drawing on years of instruction experience, the Krispy Kreme learning and development team dove into this challenge, ultimately creating an online learning ecosystem that surpassed their expectations. Here's how they worked with Wisetail to embrace change and pivot to digital training.

Moving Onsite Staff Online

The first challenge Krispy Kreme's L&D team tackled was transitioning an entirely onsite training experience into a virtual format with the Wisetail system. The team named their platform "DoughPro" – a nod at the training's ultimate goal of developing the next generation's doughnut artists.

Using digital tools to engage and train staff remotely, the team was able to quickly develop, distribute, and update important training content – a process that was often challenging in a busy retail environment.

“With DoughPro, we are resetting the old mindsets and perception about online versus in-person learning. Employees can seamlessly fit learning into the normal day, instead of waiting for a convenient time to schedule a dedicated training session.”

- Toni Lamb, Training Specialist

“Our allergen training program was quite costly, and it placed the burden on managers to manually disseminate the information to the rest of the employees. By organizing [our] content by job role on DoughPro, and equipping each retail shop with tablets for employees to use, we’ve been able to make a large volume of paper-based training content easily accessible online. Employees are now able to focus on completing the training that is pertinent to their role. This also helps managers focus on implementation and follow up, rather than the delivery of the content.”

- Toni Lamb, Training Specialist

Digitizing Bulky Paper Records

In the first iteration of its training, Krispy Kreme implemented training onsite in individual retail stores. This was a paper-heavy process that required managers and trainees to navigate bulky paper records, sometimes getting confused about the content, and taking too much time to complete training sessions.

By moving employee training online, Krispy Kreme was able to digitize its training content into a format that added efficiency, accessibility, and customer safety.

Expanding Valuable Reporting & Operations Capabilities

On the hunt for a learning portal solution, Krispy Kreme was especially interested platforms that could easily navigate the complexities and unique training needs of retail and quick service restaurants. Wisetail was the obvious choice due to the

company’s depth of experience in these industries, its world-class implementation team, and the unique tools and features that add valuable reporting and operations capabilities.

Building an LXP for the Future of Training, Engagement & Work

As the Krispy Kreme L&D team continues to add more content to the Wisetail platform, its application for future training opportunities continues to expand. From rolling out a new and highly visible kudos recognition program, to expanding the social community by inviting part-time employees to participate online, it’s clear Krispy Kreme has built a system for the future of training, engagement, and work.

“With Wisetail’s robust reporting capabilities, our managers can pull custom reports each day and receive automatic prompts to assign learnings. We’re seeing people reconnecting with each other, asking questions, and getting inspired about training. This is the type of feedback and data we did not get before DoughPro.”

- Tim Gwynn, Senior Instructional Designer

For more information

✉ sales@wisetail.com

🌐 wisetail.com

