

Case Study:

Baker's Burgers

Finding an Efficient Way to Train 1,800
Team Members

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Baker's Burgers has been a California establishment for over 70 years, since Neal T. Baker opened his first burger stand in San Bernardino in 1952. Today, the family-owned chain — which offers both American and Mexican menus side-by-side — has expanded to 39 locations in Southern California. The restaurant chain also employs 1,800 team members, many of whom have been working there for 10, 20, or up to 30 years.

Widespread Training Needs Required a New Solution

While certain skills can be trained in-location, how do you implement company-wide training across a massive workforce at almost 40 separate locations? That was the problem Baker's Burgers was trying to solve.



“We did not have a consistent training system to track team member training or a training portal to create training material,”

explained Ana Ruiz, Learning and Development Manager at Baker's Burgers.

At Baker's Burgers, company-wide training was typically carried out by printing materials and sending hardcopies to each team member — which could take upwards of a few days. Once employees completed their training, there still wasn't an effective way to track all that paperwork.



“We were looking for something that could provide a unified way to track training progress and a training portal where new material could be created and implemented quickly and efficiently,” Ruiz said.

But they also weren't just looking for a replacement for the paperwork. Instead, Baker's Burgers wanted to offer their employees a much more comprehensive training platform that could give them access to courses related to relevant job functions, along with other soft and hard skills as well.

Offering a Virtual Solution to Their Team Members

They found their solution in implementing **KnowledgeCity's online Learning Library and learning management system**. With over 30,000 video tutorials, with courses on topics like marketing, customer service, and supply chain management, KnowledgeCity's learning library became the resource Baker's Burgers needed. This video library helped employees grow their skills, build industry-specific knowledge, and train for the future.

KnowledgeCity provided:



Access to its
video library



Accounts for
all 1,800 employees



Professional
training



A learning
management system



And
customized content

Baker's Burgers' employees received access to a vast array of courses that helped them directly in their job duties. These courses also provided professional training for future career growth and advancement. KnowledgeCity's learning management system provides tracking and reporting functions too, which helped Baker's Burgers solve their paperwork problem — and they were able to save some trees by going completely virtual.

KnowledgeCity also offers the ability for companies to upload their own customized content or create specific learning paths. Which was exactly what Baker's Burgers did.

"We have noticed an overall improvement in the skills our team members have learned. I would credit this to the capability of tracking team members' progress and designating specific learning paths to each team member," Ruiz noted about their implementation of the training program.

Baker's Burgers was able to provide their employees with new training more quickly to keep them up to date on new skills and trends. KnowledgeCity's platform also provided a way to keep managers accountable as they provided training to their team members. So Baker's Burgers is now always on top of new training initiatives.



Using Online Training to Help Their Employees Grow into the Future

Implementing KnowledgeCity's Learning Library was a success for Baker's Burgers, providing them with speedier and more-efficient employee training. But Baker's Burgers was also excited about how the hospitality industry-focused courses and learning paths would help their team members grow and preserve their legacy.