



# CASE STUDY



## EXPANDING SERVICES & PRODUCTS WITH ONLINE TRAINING FROM CERTILEARN

### > THE BUSINESS

Swisher Hygiene was founded in 1983, began franchising in 1989 and was acquired by energetic new ownership in 2004. The Charlotte, North Carolina-based company has franchise units

throughout the United States and Internationally. Founded to provide restroom hygiene services, Swisher has expanded its services and product offerings and is implementing an aggressive growth plan for the restroom hygiene services company. Amy Simpson, Swisher's

President, says, "The plan for Swisher is to focus on its core hygiene business, capture greater market share and increase revenue through new products and heavy brand promotion."

"There's nothing better than having well trained, focused entrepreneurs who can expand the brand." says Jason Baker, vice president of training. "We are determined to supply them with the learning tools they need so we all can continue to capture market share and leverage a company-wide culture."

In addition Swisher wanted a complete solution that would provide them with the following:

- development and hosting of the swishertraining.com site
- an instructional design strategy that would meet the needs of a varied learner population
- custom course development
- full tracking and reporting
- technical support for all franchisees

The first training initiative concentrated on the skills of the front line Sales and Service Technicians; the employees with the primary contact and responsibility for providing first-class weekly service to customers. Curriculum goals expanded to include sales and other service personnel.



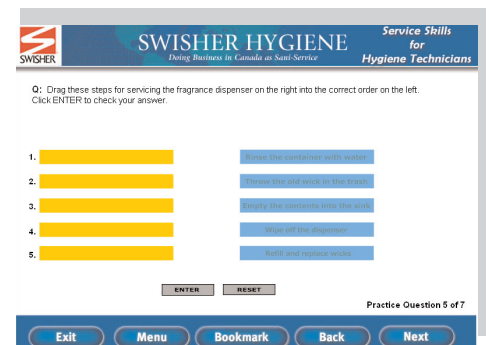
An interactive format keeps the learner engaged and presents the information through step by step photos, audio, text and graphics.

### > E-LEARNING GOALS

As part of that expansion and to advance the customer centric company mission, the company's strategic direction included the creation of a vigorous and robust new e-learning environment; swishertraining.com

The initial focus of swishertraining.com was to support its franchise owners and ensure that all franchises have access to high quality training, containing 'best practice' skills, product information and a consistent brand image. In addition, there was a need to advance the role of the route technician from a simple service provider to a Sales and Service Technician with a responsibility for customer care.

Quizzes after each module reinforce the information through positive and negative reinforcement. The learner can review material and test themselves before moving on to the final exam.



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# SWISHER HYGIENE: Expanding Services & Products with Online Training from CertiLearn



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### > CERTILEARN

To implement its e-learning strategy Swisher chose Certilearn, a web-based training and certification company, with experience in the franchise marketplace. Certilearn is also the home of IFA University, the International Franchise Association e-learning web site.

Certilearn has been in the e-learning market since 1999 and its primary focus has been on the creation of successful e-learning solutions for associations, the franchise marketplace and organizations supporting several distribution channels.

Certilearn is an

Application Service Provider (ASP), – they can develop, install, host and support an organization’s entire web-based training system.



Video interviews have been included in this sales course so successful sales representatives can share their methods of success.

### > IMPLEMENTATION

Swisher encountered both challenges and successes during implementation, but the result has been training courses that meet the instructional and tracking goals of Swisher. Certilearn delivered a fully supported ASP system complete with a curriculum

strategy that provided job based curricula for Sales and Service Technicians, Sales Representatives and other support personnel for both corporate and franchisee employees.

Within one year of initial implementation, a

robust training site was developed that included 24



New Product launches are supported with timely product and selling information.

courses covering service skills, sales skills, product knowledge and general company information. Swisher management has garnered positive reviews from



franchises throughout the organization and ultimately, helped meet its business goals of promoting a culture of support, quality training and a consistent brand image.

### > RESULTS

Since implementing the e-learning strategy, Swisher has significantly improved training, cut the time required for on-the-job training, and changed the company image of their first line service providers to true Sales and Service Technicians. For example, a new curriculum has been created to highlight Product Knowledge and Selling Skills for new and upgraded services and products. These courses tie directly to the Swisher Product Promotion calendar.

Moving forward, Swisher plans to continually update and expand the current curricula, add sales and management support courses and to launch a customer site that will provide their client base with a resource for Hygiene related issues.

“We see swishertraining.com as a fundamental part of our new Swisher University, which will offer training on-site in Charlotte for sales and management. We have learned a good deal about the value and place of technology in a blended learning environment,” says Jason Baker, vice president of training.

