

# **Whataburger & Wisetail**

JUNE 13, 2019

## QUESTION ONE

### Digital Publishing – Ops Manual, OGB, MIT manuals, etc

If the manual does not currently exist, it can be built and published directly within Wisetail through the course authoring tools.  
(First example)

The screenshot shows a digital publishing interface for 'Standard Operating Procedures'. The header features the 'LIME Life' logo and navigation icons for HOME, LEARN, SHARE, DISCUSS, and CONNECT. A top navigation bar includes 'Admin Quick Actions', 'Standard Operating Procedures', and various utility icons. The main content area is titled 'Standard Operating Procedures' and is divided into two sections: 'ACCOUNTING SOPs' and 'DAILY OPERATIONS SOPs'. Each section displays a document cover with the 'ON THE BORDER' logo and the title of the SOP. The 'Daily Operations SOPs' section includes a five-star rating. A 'Powered by Wisetail' badge is visible in the bottom right corner.

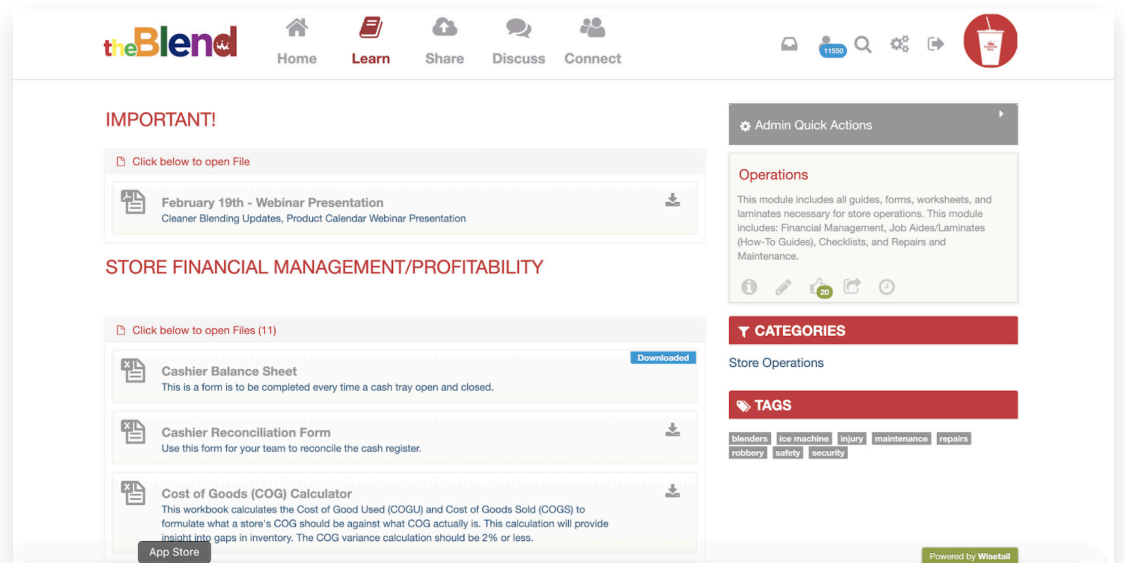
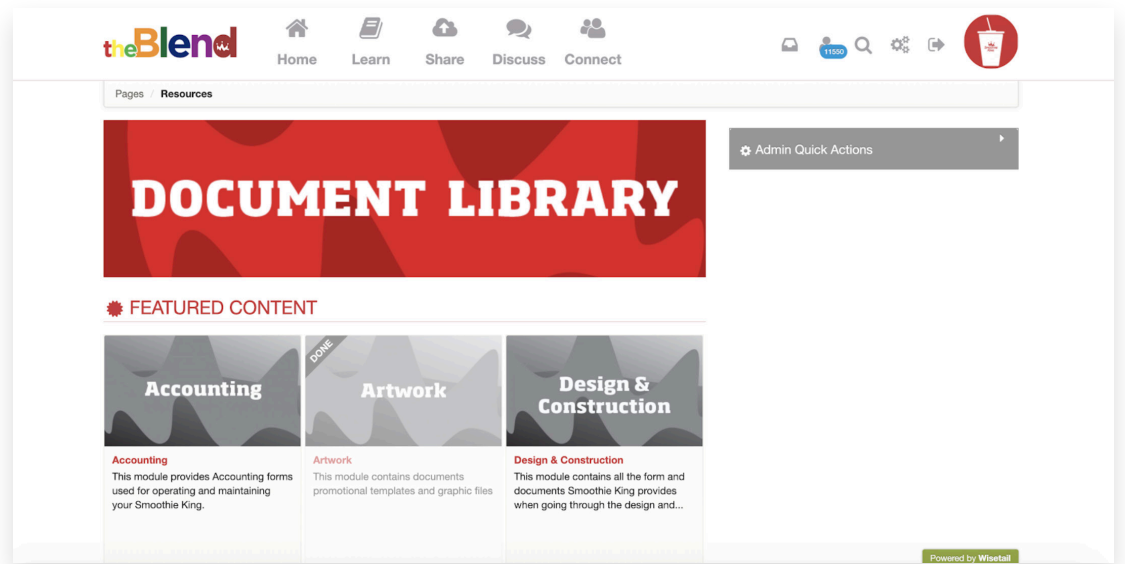
The screenshot shows a digital publishing interface for 'Inventory SOP'. The header features the 'LIME Life' logo and navigation icons for HOME, LEARN, SHARE, DISCUSS, and CONNECT. A top navigation bar includes 'Admin Quick Actions', 'Inventory SOPs', and various utility icons. The main content area is titled 'INVENTORY SOP' and is divided into three sections: 'PREWORK', 'INVENTORY PROCESS', and 'BEFORE YOU VALIDATE'. The 'PREWORK' section lists tasks such as starting in one section and verifying each sheet follows along exactly with the products in the order they are on your shelf. The 'INVENTORY PROCESS' section is divided into two columns: 'INVENTORY PROCESS' and 'WHAT YOU NEED TO CONDUCT INVENTORY?'. The 'BEFORE YOU VALIDATE' section lists tasks such as always checking the Validation Page before submitting inventory. A 'Powered by Wisetail' badge is visible in the bottom right corner.

QUESTION ONE

Digital Publishing –  
Ops Manual, OGB, MIT manuals, etc

If the manual already exist, living externally via PDF, Word Doc, etc., it can be uploaded or embedded and hosted through a resource library. (Second example)


Existing manual hosted through a resource library



QUESTION ONE

**Digital Publishing –  
Ops Manual, OGB, MIT manuals, etc**

Existing manual hosted through a resource library



## Operations Manual

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## QUESTION TWO

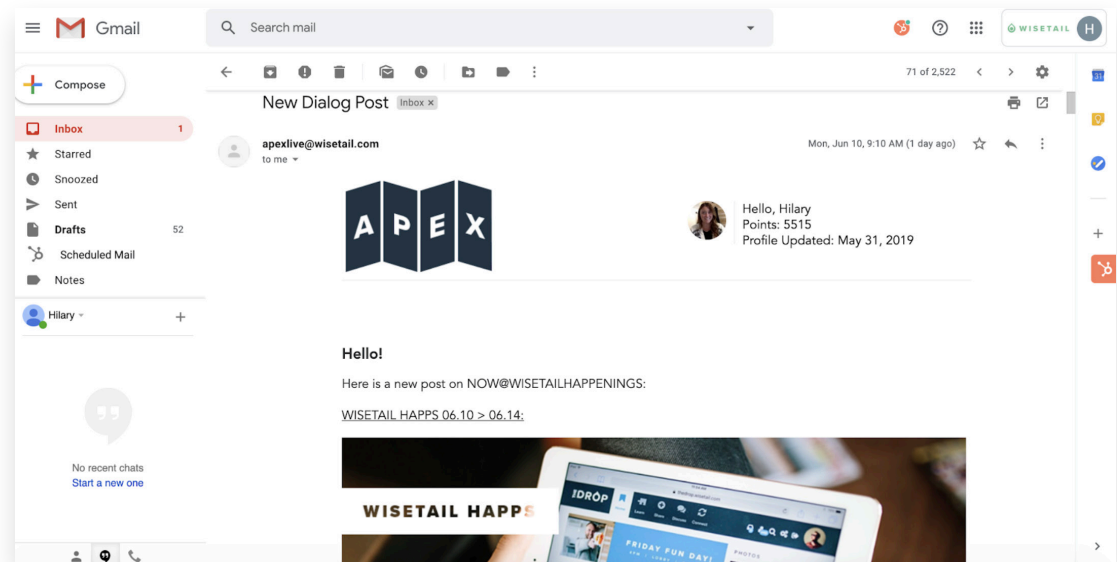
**Digital L&C – an integrated notification system that leverages technology to deliver meaningful digital messages (for example – wouldn't it be great if the system could let a GM know that a Manager is ready to be evaluated?)**

There are a few different ways the system can leverage technology to deliver messages.

The system builds and encourages a sense of community culture through social communication with open topic based discussion boards. There is no limit to how many discussion boards you can have, they can be:

- concept based
- location based
- department based
- position based
- company wide

If a new discuss board is created or a new communication update is pushed out the users who have been specified as the audience will receive email notifications  
*(First example)*



## QUESTION TWO

**Digital L&C – an integrated notification system that leverages technology to deliver meaningful digital messages (for example – wouldn't it be great if the system could let a GM know that a Manager is ready to be evaluated?)**

Observation Checklists are the idea of blended learning which enables individuals to facilitate, evaluate and record on-the-job training with those who need to be evaluated in a live setting. Users are added to Checklist Queue to let managers know they are ready to be observed or evaluated.

**VINE ST** Home Learn Share Chat Connect

REQUIRED Due: 5/8/2019 REQUIRED Due: 7/2/2018 REQUIRED Due: 3/22/2019

### Chat

**NOW@CraftLeaders**

**TMYK**  
Hey Craft Leaders! Don't forget that getting your team to complete the more you know is part of your key responsibilities. Another...  
Posted about 6 hours ago by Laura Lawson

**NOW@FlowLeaders**

**Flow!**  
Some of our most common comments on SMG are that the store layout can seem clogged. What are some of the ways you have helped customer perception...  
Posted about 7 hours ago by Sarah Kozak  
1 Comment

**NOW@LookLeaders**

**PROACTIVE**  
Greetings #LookLeaders! My name is Jake from 10 S. LaSalle here in the heart of the Windy City, Chicago!  
Clocking in at a neat 660 sq. ft. our...  
Posted 1 day ago by Jake Daglt

### Checklist Queue

**Gayfee Garcia**  
is ready to be observed on  
*Origins Training: Module 10 - Bar & Bean Service Assessments*  
**Team Member In-Store Assessment: Bean Service**  
Observe Added about 1 year ago

**Mollee Petrich**  
is ready to be observed on  
*Origins Training: Module 10 - Bar & Bean Service Assessments*  
**Team Member In-Store Assessment: Bean Service**  
Observe Added about 1 year ago

**Adam Doty**  
is ready to be observed on  
*Origins Training: Module 10.5 - Barista Assessment & Certification Workshop*  
**Team Member In-Store Assessment: Barista Service**  
Observe Added about 1 year ago

Powered by Wisetail






QUESTION THREE

**Digital Ops Execution – checklists for restaurant ops such as Food Safety Walk, OEW, cleaning, prep, etc.**

We do have an operations platform under our brand and umbrella of solutions called Ontrack. We are in the early stages of integrating the two products into one fluid system to form a full enterprise solution. We're currently working on this for RBI (Burger King & Tim Hortons.) We can offer early adopter pricing if we look at doing an integration of these systems.



**FOCUS ON OPERATIONS**

-  **Holistic Solution:** Content based on operating skills audit/diagnosis, training, communication, performance benchmarking and operational functionality
-  **Operational Benchmarking:** Automated collection of people assurance levels / gaps vs expected levels, customer data
-  **Operational Relevance:** Configurable to the store level, ensuring team members are trained on the specific menu items, equipment and language of the individual location
-  **Content Strategy:** Develops content for organizations
-  **Social Experience:** Social networking features to interact on a day-to-day basis despite being in disparate locations and provides tools for them to develop their own content

**HOW CUSTOMERS USE ONTRACK SOLUTIONS**

**Operations- Ontrack**

- **The platform includes:**
- A learning centre in which employees can be assigned specific courseware plans and a knowledge forum
- KPI benchmarker tool
- Communication tool

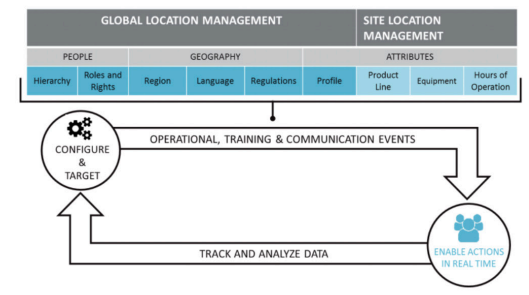


**REAL TIME OPERATIONAL EXCELLENCE IN QSR**



**THROUGH REAL TIME DATA DRIVEN INSIGHTS, ONTRACK DRIVES OPERATIONAL EXCELLENCE AND MITIGATES RISK WITH GREATER CERTAINTY THAN EVER BEFORE**

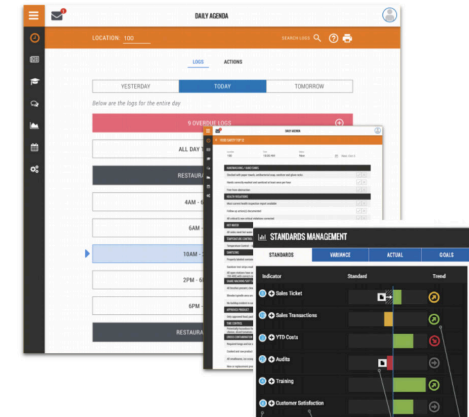
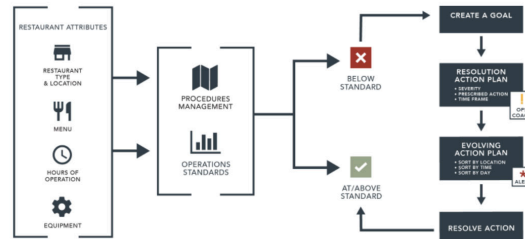
- **Real Time Learning**  
Focused, relevant and timely for each user experience
- **Gamification**  
Learn by doing in a controlled environment
- **Social Knowledge Forum**  
Your virtual training guide
- **Target Knowledge Gaps**  
Data driven insights drive performance
- **Task Management**  
Manage all your procedures and standards at every location to drive operational excellence
- **Data Driven Operations**  
Create a data line of sight to all of your operations



QUESTION THREE

Digital Ops Execution – checklists for restaurant ops such as Food Safety Walk, OEW, cleaning, prep, etc.

### CORE SERVICES OF THE ONTRACK PLATFORM *OPERATIONS TOOLS*



Insert Footer Here



## QUESTION FOUR

**Digital Proficiency and Performance Support – providing information/content to individuals when and where they need it – basically organized around Proficiency (getting you trained for a role) and Performance Support (just in time information to help me do a task or answer a question)**

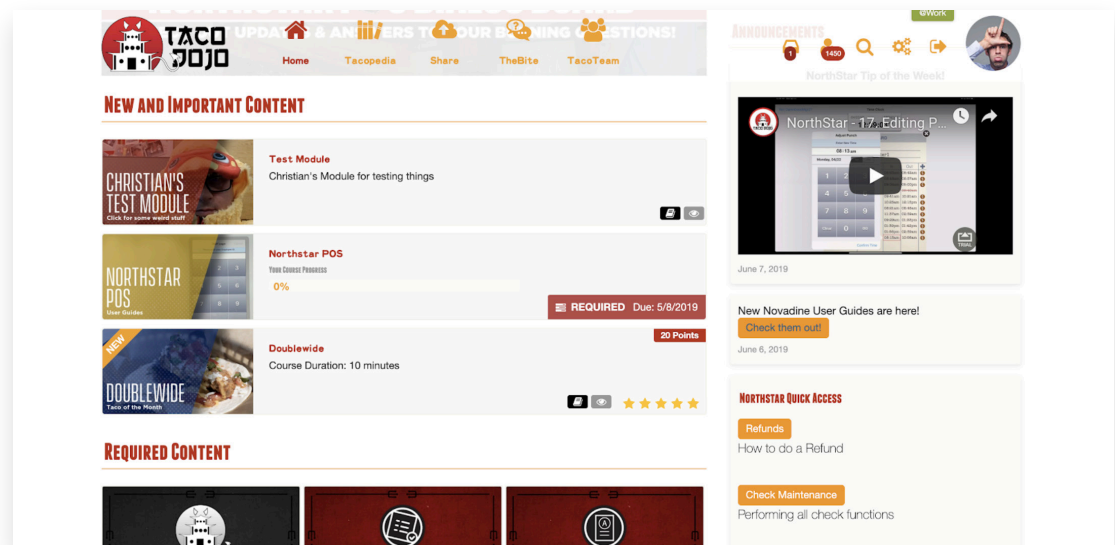
Wisetail was created to provide users with a tailored, relevant and user friendly experience

Configured for users to see subsets of content and materials based on specific user attributes such as who they are within the organization

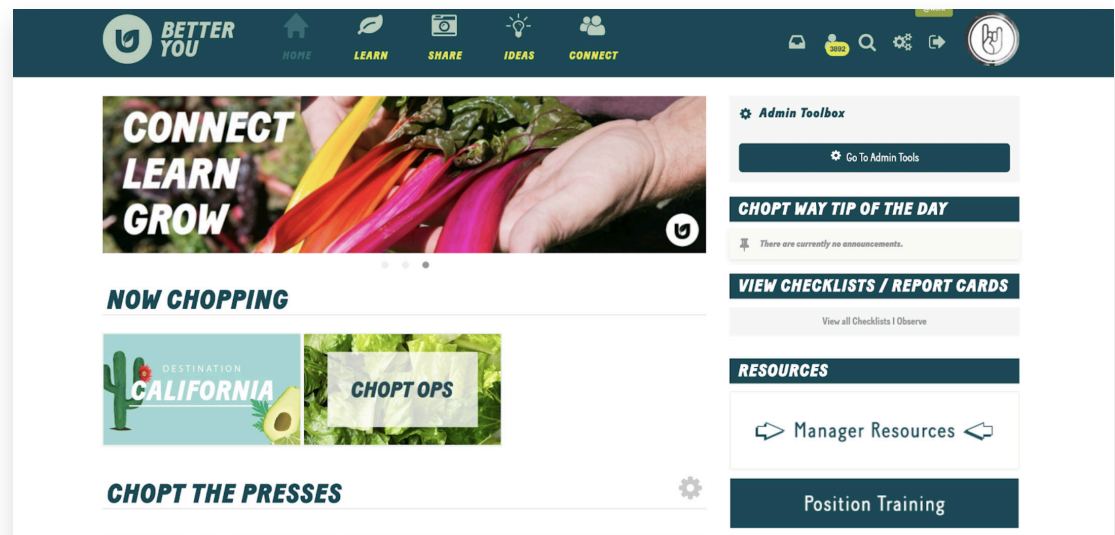
- Job title
- Location (store ID or Region)
- Department

Users get enrolled and permissioned into specific content based on these different user attributes so they only see and access what's most relevant to them (like position based training or location specific materials)

Continued on next page...



Homepage featuring new & important content, as well as required content



Homepage featuring news this week (Now Chopping) and Position Training

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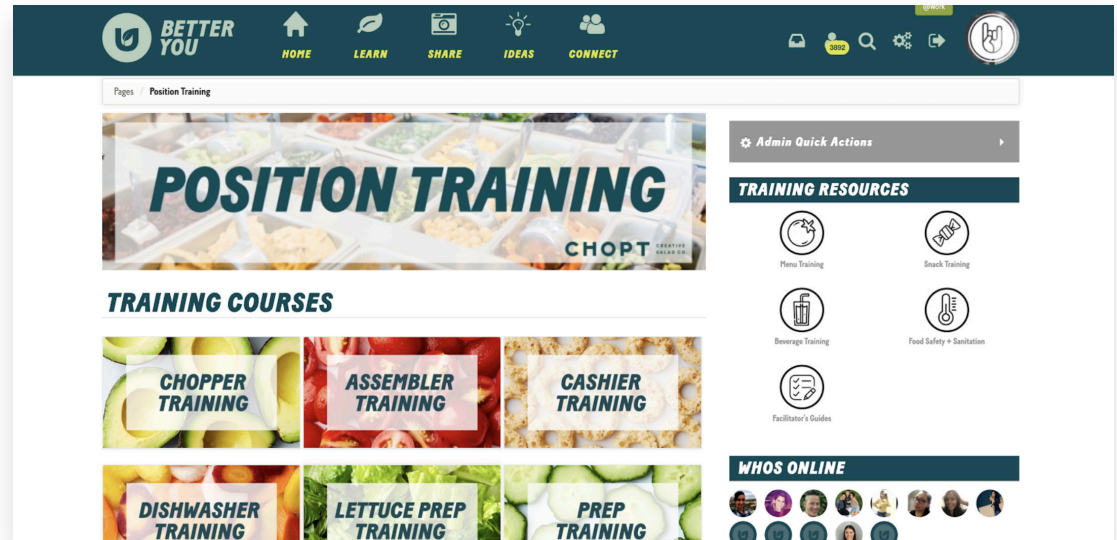
Continued...

Homebase, as a needed tool, that equips end users with all the resources they need to be successful and continue to grow and develop within the company

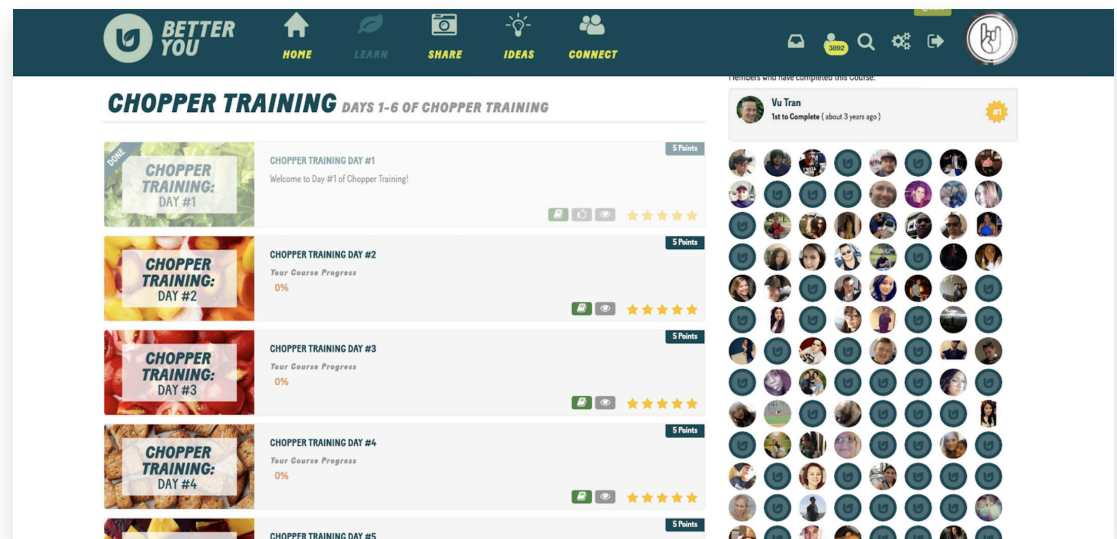
These resources, materials and content live indefinitely within the learn library so they can be searched and accessed on a need be basis

The platform provides end users with knowledge checks to help them retain learning content and materials

- flash cards
- quizzes
- tests



Position based training (Chopper)



Guided training path for Choppers

## QUESTION FOUR

**Digital Proficiency and Performance Support** – providing information/content to individuals when and where they need it – basically organized around **Proficiency (getting you trained for a role)** and **Performance Support (just in time information to help me do a task or answer a question)**

Continued...

Tracking and reporting to gauge users progress and performance

A place where users can come to ask questions, engage and communicate with others throughout the organization

The screenshot shows the 'BETTER YOU' dashboard. At the top is a dark blue navigation bar with icons for HOME, LEARN, SHARE, IDEAS, and CONNECT. Below the navigation bar is a large video player with a play button. Underneath the video player is a checklist section. The first item is 'Chopper Day #1' with a 'Completed' status and an 'Observer' button. The second item is 'Chopper Training Day #1 Quiz' with a 'Required' status and a 'Questions: 15 Your Highest Score: 31' sub-item.

Job title specific content for Choppers

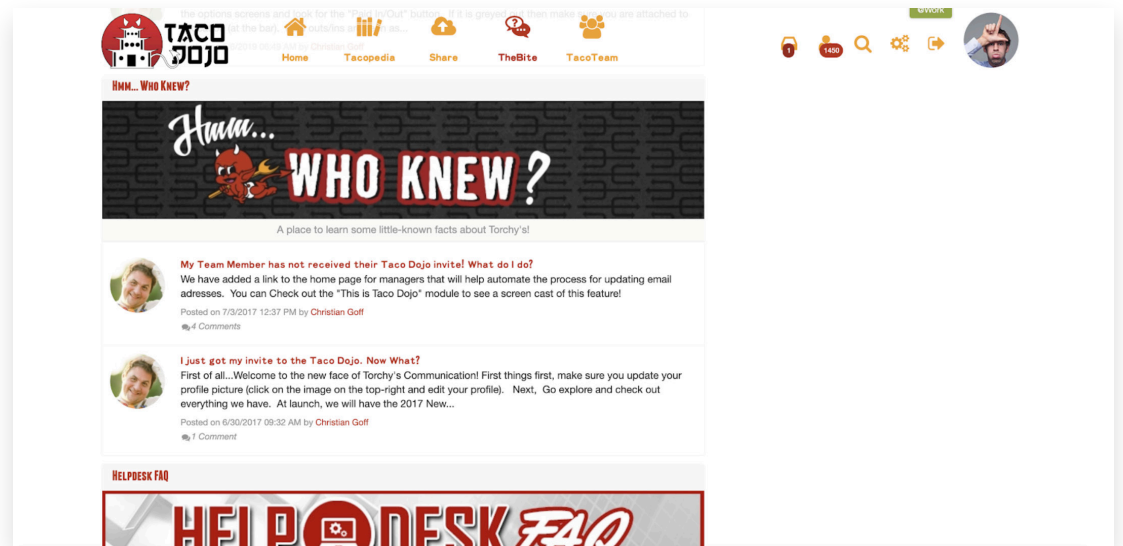
The screenshot shows the 'Chopper Training Day #1 Quiz' interface. The top navigation bar is the same as in the previous screenshot. The main content area contains four quiz questions with multiple-choice options. The first question asks 'Why is it important to ask, "Is this chopped enough?" during the chopping process?' with five options. The second question is a True/False question: 'It is OK for a cutting mat to be wet while we are chopping a salad.' The third question asks 'Why is the CRAFT section of the Chopper Communication so important?' with four options. The fourth question is a fill-in-the-blank: 'Complete the sentence: Mixing Bowls must be \_\_\_\_\_ before use.' On the right side, there is a sidebar with 'Admin Quick Actions' and a 'Chopper Training Day #1 Quiz' summary table. The table shows: Text Type: POST Test, Related Module: Chopper Training Day #1, # of Questions: 15, Attempts #: 2, Min Passing Score: 85%, Highest Score: 31%. A 'Save & Exit' button is at the bottom of the sidebar.

Chopper Training Day #1 Quiz	
Text Type	POST Test
Related Module	Chopper Training Day #1
# of Questions	15
Attempts #	2
Min Passing Score	85%
Highest Score	31%

Chopper knowledge check via quiz

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**Digital Proficiency and Performance Support – providing information/content to individuals when and where they need it – basically organized around Proficiency (getting you trained for a role) and Performance Support (just in time information to help me do a task or answer a question)**



Communication (FAQ) Board



Where the answer to the above question lives

