



**POSTNET**, a franchise system of over 300 business centers in the U.S., was preparing to launch Tortal Training's LMS with their franchisees. They had online training in the past, but with low adoption, it was eventually abandoned. With the new LMS, PostNet needed to:

- Create awareness for the LMS
- Develop excitement and desire to use the LMS
- Educate people on how to access and use the LMS
- Educate people on the benefits of the LMS

# CASE STUDY



## LMS LAUNCH: RIGHT THE FIRST TIME

### THE SOLUTION

Ingage Consulting recommended an integrated communication strategy to achieve their objectives and ensure a successful launch of their LMS.

- **Brand the LMS with a catchy name and logo**  
PostNet involved their education committee with the branding to ensure it resonated with franchisees.
- **Generate excitement using a teaser campaign and contest**  
PostNet developed branded emails and sent them to franchisees to count down to the launch. With the launch, PostNet used a contest to encourage franchisees to complete courses and get their employees using the LMS.
- **Ensure awareness by leveraging PostNet's trusted communication channels**  
PostNet used their intranet site, wiki, Google groups and conference calls through the launch to ensure an integrated approach to reach franchisees.
- **Educate franchisees and corporate employees about the site and basic use**  
PostNet used face-to-face meetings to ensure corporate employees were comfortable with using the LMS so they could be ambassadors for the new online training. They also leveraged their business support consultants as a channel to help educate franchisees about the site and train them on the how to basics of the LMS. All LMS users were provided with how-to guides for users and managers so they could follow the steps to access the information they need.
- **Test the plan with a soft launch**  
PostNet's education committee were among the first to participate in the soft launch before it was expanded to other franchisees including those who could leverage the LMS to help onboard new employees.

Soft launch participants were exposed to all of the launch materials and online training modules, and provided valuable feedback that was used to improve the materials before launching to the entire franchise system.

## THE RESULTS

Ingage Consulting provided communication recommendations within the timeline set by PostNet, and continued to provide guidance through the soft launch and full franchisee launch.

By involving franchisees in the development of the materials—launch and training modules—PostNet got the buy-in required to position the new LMS for success. And, after nearly three weeks post launch, they were trending well to achieve their 90-day goals.

Brian Spindel, COO and co-founder at PostNet, said, “Ingage’s insight into the benefits of engaging franchisees in the launch of the program and their communication strategy expertise has really helped us position the program for success.” He added, “this is one of the best planned technology launches we’ve rolled out at PostNet.”

**Overall awareness is good**

Countdown email  
open rate of **56.7%**

**197 views of  
message  
board post  
announcing launch**

**All franchisee-facing corporate employees attended  
a pre-launch education session about the new LMS**

**PostNet’s LMS usage is trending well**

**GOAL 45% centers complete, or partially  
complete a course within 90 days**

**In 20 days, 18% of centers at  
least attempted one lesson**

**All learners  
are trying more than  
one course**

## ABOUT INGAGE CONSULTING

Ingage Consulting is a management consulting firm that works with franchisors and franchisees to increase sales and satisfaction; improve growth and retention and boosts loyalty and profits with their unique engagement methodology.

Ingage Consulting is located at 400 Trade Center, Suite 5900 in Woburn, MA. For more information, contact (781) 569-5900 or visit the website [www.ingage.net](http://www.ingage.net).

