



Success Story: Flix Brewhouse

Inspiring Team Learning with Schoox





In a Snapshot

Like many Americans, the folks at Flix Brewhouse hold three things dear — movies, food and beer. Patrons at the nation's only first-run movie theater and micro-brewery have choices far beyond the traditional popcorn and soda combo. In addition to the latest blockbusters, Flix also boasts a selection of beers brewed on-site and a full menu of handmade food.

Whether you want brunch and a rom-com or pizzas and the latest Oscar favorite, Flix can make it happen. Since opening their first location in July of 2011 in Round Rock, Texas, Flix Brewhouse has expanded to Des Moines, Iowa, Carmel, Indiana and Albuquerque, New Mexico. And they're growing — four new locations are scheduled to open across the United States in 2018.

Because Flix Brewhouse is first and foremost a movie theater, the ebb and flow of guests is different from traditional restaurants. Instead of distinct peaks and valleys for breakfast, lunch, and dinner, Flix's schedule runs according to movie start times. That means that 300 to 400 guests could all be ordering food at the same time. So, servers and cooks regularly serve a large number of orders in a short period of time throughout the day. The time crunch is only intensified by the fact that almost every item on the menu is made from scratch. That's why the Flix team equips its training staff with Schoox, a learning and performance management system that team members, managers and operations support executives can access right from their smartphones. With the help of Schoox, Flix can ensure that they're training every team member to deliver fast, high-quality service, every showing.

Flix had already invested in Schoox when Lindsey

Their Story

Flix Brewhouse was founded in 2011 by entrepreneurs Allan Reagan and Walt Powell as the world's only first-run movie theater and fully functioning microbrewery. The establishment specializes in a chef-designed menu of mostly scratch-made food and a wide selection of brewed on-premises craft beers. With 660 active users in their online training academy, Flix is able to maintain high-quality service with the help of Schoox.

Challenges

- Lack of a structured training program
- Team members weren't engaged in training sessions
- Customers experienced long wait times for service

Products

- Schoox

Results

- 71 custom training courses (and counting)
- 8.75 average e-learning hours per team member
- 4,820 total hours clocked in the Flix Academy
- 10,000+ training courses completed to date
- 100% course completion rate among team members
- Increased sales and improved service times



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Moon-Lenggenhager, Flix's Director of Learning and Development, joined the company in 2015. But until that point, the company hadn't fully maximized the system's potential. In fact, Lindsey considered switching learning management systems (LMS) because if they were going to switch, that was the time. She knew what it took to build a University, and wanted to make sure Flix partnered with not only the right system, but one that has an elite development and support team. "The ROI from HotSchedules solutions was greater than the others and the software enhancements that are released quarterly is why I chose Schoox," says Lindsey.

Since then, Flix has implemented the LMS throughout the company. When new managers come aboard, for instance, they typically have a dozen courses waiting for them, then receive an additional five to eight each week of training. The average server takes 19 courses to get up to speed on Flix processes. "Flix University is part of their culture from the moment they become a Flix team member," Lindsey explains.

Training Team Members Success

Starting from scratch, Lindsey created the first training course aimed at the core of the Flix front-of-house (FOH) operation—the company's food runners and drink expos. It was a hit. "From that experience, I knew HotSchedules' training program was going to take us from good to great," she said. "It was the ideal starting point. From there, she implemented training programs for each front and heart of the house hourly and salary position.

Building the Training Library

In just two years, Flix has gone from zero team training courses to 71 custom courses. Plus, the training team is continually updating existing courses and adding new ones as the need arises. For example, it recently created a "disruptive guest course" to protect guests and the service team from disruptive customers. The Flix team also maintains an ever-expanding content library, which team members can refer to at any time. "We share everything," says Lindsey. "Communication is our number one pillar. It improves morale and culture and Schoox has allowed us to communicate effectively through an organized learning and engagement approach."

**Now, our team members
strive to learn, want to be
in the loop; they're fully
engaged. Getting points
and checking their status
on the leaderboard has
become competitive. They
eat it up.'**



-Lindsey Moon-Lenggenhager,
Director of Learning & Development,
Flix Brewhouse

Quizzing and Tracking Success

The quiz functionality within Schoox is a vital component of Flix training. "Quizzes provide checks-and-balances, and most importantly validation," Lindsey says. "Every team member needs a minimum 90 percent completion rate to stay compliant. It's management's way of ensuring their team members are up-to-speed on the knowledge they need in order to do the best job possible," she says.

Badges are also huge within their University. Flix awards badges for several accomplishments throughout the business, including perfect secret shops, station master, trainer, and team member of the month. "We monitor a lot of this through our learning and development department, so it only makes sense to celebrate the wins," Lindsey says. "Team members get an automatic raise for many of these accomplishments, so they are very keyed into their badge status."

Stronger Employee Engagement and Retention

Flix works hard to promote from within, and the company's Achievement Based Compensation program allows team members to essentially take their pay into their own hands. "A lot of our team members are hungry for advancement and higher pay," says Moon-Lenggenhager. "If they want to truly get a raise, there are ways to excel by taking initiative, through both on-the-job performance and e-learning engagement. Our learning platform makes our team members better at what they do, which is why so many of them stay with us or come back during the holidays and summer. As a result, our retention rate has strengthened."

Taking pride in one's job is a powerful motivator, and Moon-Lenggenhager says the course-building functionality within Schoox has helped both managers and team members become better at their jobs. "Our team members are proud when they've completed a course or curriculum and know exactly what they need to do, how to do it and where to refer back to when in question," she says. "And our course instructors are equally proud when they create courses that provide high-quality education to our Flix teams."

Increased Knowledge, Increased Sales

These factors have contributed to improved service quality and ultimately increased sales. Schoox also ensures that team members are highly informed about the company's limited time offers on beer and food, so they can be rush-ready for every shift. With six in-house core beers, as many as five rotating local specialty beers, two rotating national seasonal beers, in addition to 25+ guest taps at every location, effective training makes selling them considerably easier for servers.

The training courses on the beer selection, instructed by the brewers themselves, provide this in-depth level of knowledge. This strategy also applies to the handmade, chef-designed food selection. Further, lessons on guest services, such as box office procedures and cycle of service, all contribute to better sales performance.

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