



Australian Kitchen Industries
www.kitchenconnection.com.au

Industry
Retail

Challenges

- Reduce training costs
- Move to a single, consistent system for eLearning and web conferencing
- Effectively reach franchise network
- Automate assessment delivery and tracking

Solution

- Adobe Connect for eLearning
- Adobe Connect for Web Meetings

A rapidly expanding kitchen retailer, Australian Kitchen Industries is maintaining high levels of consistency and quality across a geographically dispersed network of employees and franchisees using Adobe Connect and Adobe Presenter software.

Results

- Achieved return on investment within seven months
- Consolidated eLearning and web conferencing
- Easily engaged with and trained franchisees
- Improved assessment and compliance
- Provided consistent experience to customers

Systems at a glance

- Adobe Connect
- Adobe Presenter

Australian Kitchen Industries

Leading kitchen retailer achieves return on investment within seven months using Adobe® Presenter and Adobe Connect™ software for improved eLearning

Facilitating rapid growth

Australian Kitchen Industries (AKI) is one of Australia's outstanding business successes. From 1997 to 2007, the company garnered a 10% share of the AU\$1.74 billion Australian kitchen retail market, growing to AU\$80 million in annual revenues. AKI employs 400 staff at more than 20 retail outlets in Australia that operate under the Kitchen Connection brand. With the slogan "where it all comes together," AKI delivers hundreds of kitchens each month, making the process stress-free for customers.

A key challenge for AKI has been to maintain consistency and quality as growth accelerates. In an effort to expand its sales and retail efforts, AKI adopted a franchise business model, combining company-owned and franchised store locations. Soon after, recruiting, training, and clear communication became an even bigger strategic priority to maintain service quality and promote brand loyalty among customers. Training its geographically dispersed network of franchisees was particularly difficult and costly for AKI. To streamline training and communications company-wide, AKI has found a cost-effective, powerful solution: Adobe Presenter and Adobe Connect software.

"Our previous training and online meeting infrastructure could not cost-effectively support our large body of content and growing audience," says Project Manager Fiona McCarron-Kirkwood. "In contrast, Adobe Connect paid for itself within seven months and can scale easily as we grow—all in a solution that is convenient for our employees and franchisees to access from any location over our intranet."

Consistency and control, lower costs

With Adobe Connect, AKI is making high-impact web conferencing and eLearning easily accessible to 400 people across the company. And with Adobe Presenter, AKI training employees are creating on-demand presentations and eLearning with streaming audio, video, and interactive tools that maximize the effectiveness of the company's online learning and communications.

AKI previously outsourced its training at a perpetual cost of more than AU\$108,000 per year in licensing fees. The Adobe solution, implemented in-house at AKI within a few short weeks, provides greater consistency and control at a lower cost. AKI uploaded all of its existing content, intellectual property, and policies and procedures into the Adobe Connect solution, providing a consolidated system for internal policies, training, and web conferencing.

An expanded curriculum

The Adobe solution quickly enabled AKI to expand the breadth and depth of its training offerings. Before moving to a franchise model, AKI primarily focused on delivering information about company policies to internal staff. With company growth, the training audience has expanded to include other groups such as kitchen designers, manufacturers, and franchisees. AKI now offers 15 different curriculums, each with multiple courses. Subjects range from manufacturing and information technology to human resources, finance, and sales and marketing.

According to McCarron-Kirkwood, Adobe Connect offers a number of advantages over the previous outsourced system. The Adobe solution helps ensure that everyone can easily access communications and training over the company intranet, regardless of their locations. Training is more organized, user-friendly, and flexible. Employees previously had to dig through a disorganized directory to find the right content. The Adobe solution aggregates courses and tracks based on peoples' roles, enabling everyone to easily pinpoint the proper training.

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Fiona McCarron-Kirkwood
Project manager,
Australian Kitchen Industries

The previous solution only delivered course content as static digital files. Using Adobe Presenter and Adobe Connect, AKI staff can develop and deliver training that includes animations, audio, video, and interactivity along with rich content in Adobe Portable Document Format (PDF), dramatically improving the learning experience.

"Adobe Presenter is easy to use and lets us add narration, animations, interactivity, quizzes, polling, and more," says McCarron-Kirkwood. "It also integrates easily with Adobe Connect, allowing us to quickly create and deploy engaging online training and communications."

Compliance and consistency

An important advantage of the Adobe Connect solution is the ability to deliver and track assessments. Based on an ongoing monthly assessment calendar, Adobe Connect automatically enrolls employees and franchisees in classes, signs them up for assessments, and sends out notifications.

The process is streamlined for AKI staff, because they no longer need to track which classes and assessments are required. Monitoring assessments and compliance is easier for managers, because they can run reports to see which groups—kitchen designers, franchisees, or sales staff, for instance—have completed the requisite courses.

At AKI, Adobe Connect and Adobe Presenter have improved training efficiency while enhancing professional development company-wide. The Adobe solution helps AKI eliminate gaps in employee training and ensure that everyone is on the same page with policies and procedures. From a retail perspective, AKI can deliver a consistent level of product and sales knowledge among employees, as well as across groups such as manufacturers and franchisees. Customers receive a consistent store experience and the same high-quality products and services no matter where they go within the AKI network.

A strategic business asset

As a next step, AKI plans to expand its use of Adobe Connect to host more online meetings and facilitate company-wide collaboration. Already, the Adobe solution is providing a host of business benefits, including consolidated eLearning and web conferencing, an ongoing return on investment with an initial payback within seven months, and a method for ongoing recruitment, communication and support across a geographically dispersed franchise network.

"With Adobe Connect, we are continuing to develop the highest level of knowledge about policies, products, and services throughout AKI; all in a solution that is convenient and cost-effective," says McCarron-Kirkwood. "It's a definite strategic asset for AKI in supporting our rapid business growth."

For more information
www.adobe.com/products/adobeconnect/
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