

# Float Helps KFC Global Offer Innovative Access to Hundreds of Thousands of Workers

Float and KFC Global

Best Advance in Performance Support Technology

February 2023



## Company Background



Company-at-a-Glance	
Headquarters	Morton, IL
Year Founded	2010
Employees	30
Global Scale (Regions that you operate in or provide services to)	Global customer reach, primary focus on North America
Industry	Learning and Development Software Provider
Stock Symbol	ZEEL
Website	<a href="http://gowithfloat.com">gowithfloat.com</a>

## Value Proposition

KFC Global's commitment to career growth and development requires a world-class training and development platform for its franchisees and their employees. With the possibility of over 700,000 unique individuals in a variety of roles both in restaurant and in global Restaurant Support Centers, KFC global needs to provide seamless and simple access to content at an enterprise level. To make this happen, KFC Global partnered with Float to create their white-labeled platform, The Vault. This versatile learning hub caters to the learning needs of global users in addition to providing top-tier support and monitoring with expert-level craftsmanship.

This partnership has grown steadily over the years, with the first incarnation of the product taking form in 2018. It's increased in scope and complexity, but also in value provided to the organization via deep integrations with enterprise technology, content development and advanced technology research and development for workforce enablement.

The culture fit of these two organizations has enhanced the work product, with Float being recognized as providing superior customer value via recognition and internal awards, including Float's technical lead receiving a personal recognition award from one of KFC Global's Sr. Directors of Human Resources. Additionally, Float's founder, Chad Udell spoke at Yum's annual Internal Global Leadership Conferences and shared his vision for mobile workers and modern learning ecosystems.

David Salamon, Float's primary point of contact at KFC Global had this to say in regard to the value Float brings to the team and their ability to serve the needs of their audience: *"The way the team has been able to keep everything on track with all of the curveballs we tossed has been amazing. Thanks for being a great partner!"*

## Product or Program Innovation

KFC Global is one of the largest quick-service restaurant enterprises in the world, with nearly 20,000 locations and a base staff of 300,000 workers serving millions of customers globally. These employees have diverse backgrounds, technology affinities, and training needs. KFC Global requires that dependable training be delivered to maintain standards of taste and execution for their varied audiences and ultimately, their customers. 140 countries, over 40 languages, and dozens of permission rules related to job roles, [markets](#), and other corporate criteria segment the learners into a complicated web of content and functionality.

It has to be simple to use, easy to access and always up to date. The Vault solves for this and continues to gain increased adoption as the content library expands to address all markets served by this industry leader.

Since 2018, Float has been serving the KFC Global team with this web-based platform for content creation and delivery that meets learners where they are and when they need the information. The Vault integrates all of that with the various enterprise technology solutions that power KFC Global.

The system is a blend of the commercial-off-the-shelf product SparkLearn, from Float, and a variety of custom functionality, adaptations, and application programming interfaces (APIs) creating a best-of-breed in-house solution for this market leader.

The user base for The Vault needs a simple and easy-to-access home for information that is vital to performing their day-to-day operations. The seamless translation and localization of information makes sure everyone feels at home on the platform.

This flexibility, designed to fit the culture, language, and knowledge profiles of a global and varied workforce, has enabled the system to grow with the business. Serving more use cases, offering advanced technology access like Augmented Reality Smartglass Technology integration, a native mobile app [xAPI](#) integration, and providing on-the-fly updates to a complex user provisioning workflow as new employees are added to the user base, allows Float to break through hurdles other platform providers encounter.

The Vault started as a replacement for a variety of document management systems including Kenexa and Box.com. It has now become the front door to all training for KFC Global. In essence, the Vault is a Learning Experience Platform (LXP) where KFC Global has active control of the product roadmap and an opportunity to gather buy-in and effectively work with the complicated change management and governance processes inherent in such a large and diverse organization.

Because of the custom application extensibility, Float has been able to continually improve the platform to meet KFC Global's unique business demands for advanced technology. This history of innovation has included tailored portals for the discrete regional business units with custom features for vital stakeholders. Recently, more granular approaches to content have included the addition of unique portal experiences for each job role, ensuring the right content is served to the right person at the right time.

Agile software development practices, automated testing and deployment, and strong DevOps approaches have made the system nimble, strong and dependable. This ongoing attention and account management has been of paramount importance to KFC Global and is exemplified not only in their continued partnership but within communications assessing Float's ongoing support.

*"Your team does a great job presenting a merging of visions which is not an easy task."*

— David Salamon, Manager of Learning Experience at KFC Global

## **Unique Differentiators**

With the system being a blend of product and service, virtually everything about it is unique. Float has collaborated with KFC Global to craft a branded experience that reflects the company's history, stature and culture.

The personalized portal design is delivered to employees to ensure the information most accessible to them, is also the most relevant and up-to-date information that the enterprise has available for these vital business partners.

A user-centric design approach has been created to help direct team members to standards and communications that are essential to on-the-job performance. A self-regulated learning toolkit with bookmarks and user profile configuration enables team members to tailor their experience even further. The system also embraces social learning with discussion threads and comments. As the audience grows and usage increases, the content inherently becomes more valuable to other team members with these features adding insight and helpful content to the overall learning experience.

With the past incarnations of the KFC Global learning ecosystem, there was difficulty in integrating the various components needed – content authoring, publishing, delivery and measurement were all segmented. The Vault supplies all those aspects via deep features built into the platform and via strong integrations with third-party software and tools using interoperable standards like xAPI.

The system operates as a front-end for standards and tailored content, authored and stored in the application's database while also surfacing learning management content for hundreds of thousands of users in a streamlined package. All of this is done without

requiring the users to maintain account data in a learning management system. The deep API integration provides instant access to users via a partnership with the global user provisioning team.

### **Measurable Result**

The Vault is a crucial part of the company's talent development and training programs. With so many team members depending on the system for standards, operations, performance support, messaging and communication, the reach is profound:

*"We have over 600,000 user sessions a month in the Vault with a daily average of about 18,000-20,000 users accessing the system."* David Salamon, Manager of Learning Experience at KFC Global

That's a substantial amount of learners leveraging that content. On average, 18,000 users log into the web portals every day!

The most popular and commonly accessed content are standard operating procedures for critical restaurant tasks. Not surprisingly, department communications pages as well as up-to-date information on COVID-19 policies and procedures have shown their impact in the past year. For KFC Global, a system that can communicate the immediate changes to health and safety protocols at a granular level and store the how-to's of food prep at global scale enabled not only enhancement of the brand, but also showcased a commitment to the workforce. KFC Global's usage of The Vault continues to be a hallmark of their employee engagement.

Prior to The Vault, vastly different content needs were difficult to facilitate and assess. Float solved this with The Vault by providing KFC Global the ability to see which regions log in and use the system as well as separate content management tools for each business unit/region. Segmenting users into these audiences has increased information flow, expedited content consumption and positively impacted knowledge retention.

Additional stakeholders are taking note, recently, with a more extensive integration with Float's SparkLearn platform and a number of other key strategic initiatives for KFC Global going into 2023.

## About Brandon Hall Group

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