Your turn-key franchise training platform

Disconnected systems and processes for different locations and brands are no longer good enough – they never have been. But until now, there hasn't been a solution built to serve franchises. Meet CYPHER, the LMS designed to meet the needs of any franchise.

Franchisors deal with more than enough challenges

- Ensuring consistent training quality and adherence to brand standards across multiple locations
- Need for continuous onboarding and training efforts due to high employee turnover
- Crafting training programs that cater to a wide range of roles within the franchise, tailoring the content to specific local requirements or cultural differences
- Integrating training programs with existing technologies and systems used by various franchise locations
- Regularly updating training programs to ensure compliance with various local, state, and federal regulations
- Developing a scalable training infrastructure that can grow with the organization
- Keeping training content engaging and relevant to motivate franchisees and their employees to prioritize and complete training programs

Brand promotion and market engagement
A comprehensive overview of marketing strategies, brand promotion, and local engagement
Free
Required for compliance
★★★★★
John Willis

Onboarding your franchise employees
In this course, you will learn how to design distribution networks, pipeline safety measures and the importance.
Free
Required for compliance
★★★★★
Julie Andrews

# Implement a robust learning platform for franchises

Your franchise company aims to support the training needs of various departments.

- **Franchise development team:** Initial franchise onboarding and training
- **Operations team:** Hands-on training for day-to-day management
- **Marketing department:** Training in marketing strategies, brand promotion, and local market engagement
- **Learning and development (L&D) department:** Delivery of ongoing comprehensive training programs

Launch your Franchise Academy

CYPHER LMS is designed to help you launch your Franchise Academy from the ground up, offering unique features tailored to franchise organizations of all levels of complexity. You're looking for an LMS with the following characteristics:
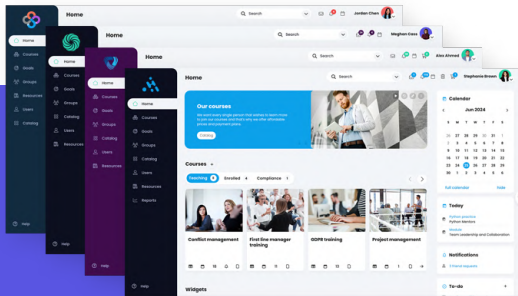
Manage multiple brands across multiple locations on one platform

The CYPHER platform can address the level of complexity within your franchise organization, whether it's set up internally or externally. The Organization feature allows businesses to create a separate instance for each entity and customize its branding, admin, instructors, learners, and courses. Franchises can manage departments, clients, and partners all in one place on a single platform.
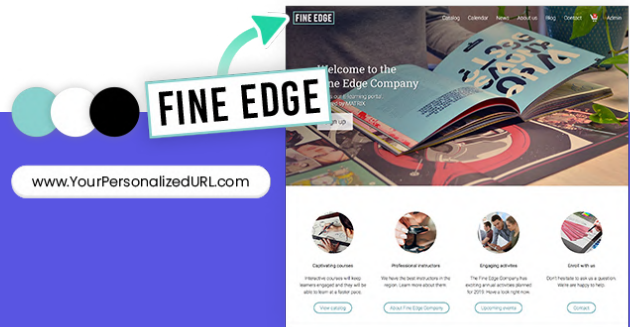
Personalized branding for franchisors

The CYPHER platform offers comprehensive branding customization options, allowing franchisors to tailor their external facing platform to reflect the unique identity of their organization. Customers can easily customize the platform's logo, URL, color scheme, and terminology, ensuring a consistent brand experience throughout. Additionally, the organization-level portal can be fully customized.

Integration with existing systems

CYPHER provides various integration options, including enterprise-class, API, and Zapier connections. It is also compatible with education essentials like LTI standards, SCORM, and more. CYPHER Connect enables the creation of workflows between the platform and thousands of other enterprise applications, including HRIS and CRMs.

Support for multiple languages

Arabic
Bahasa
Mandarin
Spanish
Portuguese
50+ languages

With CYPHER, language barriers vanish and global communication thrives. CYPHER supports over 50 languages and leverages Generative AI to create comprehensive courses in local languages, including assessments, glossaries, and more. This ensures accessibility, relevance, and an enjoyable experience for diverse global audiences.
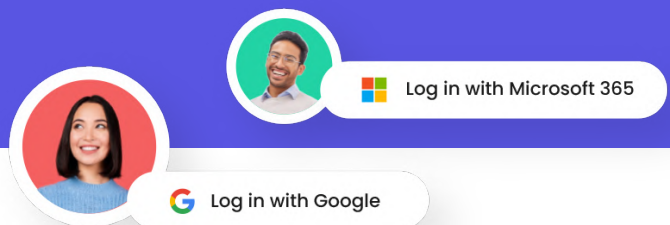
24/7 support for your complex organization

CYPHER Care features 24/7 support, a dedicated Customer Success Manager, integration and migration expertise, and services such as training, implementation, customization, strategy and course creation to help companies extract the maximum value from their technology and foster skills development.

Support for a variety of single sign-on options

Log in with Microsoft 365
Log in with Google

CYPHER's LMS accommodates different single sign-on systems, ideal for franchisors with varied ownership structures and for external users that use a variety of SSOs. CYPHER provides customized instructions for all user types (admin, manager, learner, etc) in over 50 languages.

Training franchisees and their employees

Your franchise company needs an LMS that moves fast, scales with you, and gives you flexibility. An LMS that seamlessly manages everything from onboarding to AI-enabled course creation, AI-driven skills management, compliance, content integration, and much more.
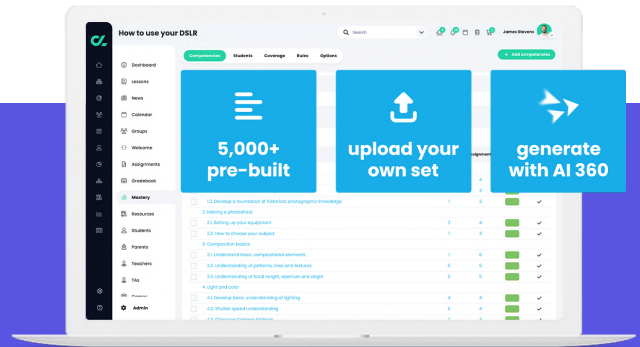
Accelerate course creation with AI 360 and AI Crosscheck

The CYPHER LMS is the only platform with Gen AI-enabled skills management. CYPHER AI 360 bundle accelerates the creation of skills-based, gamified courses, with assessments in minutes, enabling personalized learning at scale. Safely upload resources like Word docs, videos, and PDFs to create customized courses. To enhance AI-generated content credibility, AI Crosscheck leverages another powerful general AI to thoroughly review and flag inconsistencies in the generated output.

Skills management for franchisee success

CYPHER maintains a detailed skills inventory created in collaboration with industry partners to ensure relevance. Customers can also upload their own competency sets or create new ones using CYPHER AI 360. Courses are automatically aligned with these skills, helping learners understand the skills they will develop and their proficiency. This approach helps address high employee turnover by aligning training with learner's specific needs and aspirations, thereby enhancing engagement and retention.

Compliance training

CYPHER maps content and assessments to specific job functions and required skills, enhancing workforce engagement, accountability, and adherence to policies and procedures. CYPHER's automated analytics enable franchisors to track learner progress, identify compliance knowledge gaps, and flag improvement opportunities. Franchisors can assign mandatory courses, set compliance periods, and automate renewal reminders, ensuring employees stay current with essential training.

Automatic updates

Franchisors often need to tailor different sections of the same training for various franchisees based on specific business rules. CYPHER allows administrators to create "child" courses from a "parent" course. Each child course can be customized independently, and any updates made to the parent course can be propagated to the child courses, ensuring accurate and current content is consistently delivered across all entities.
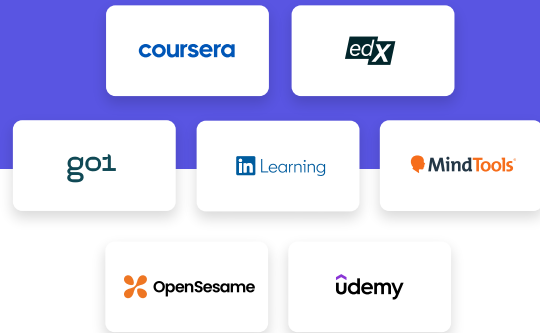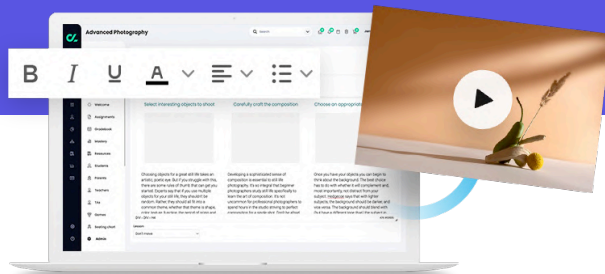
Ability to update existing content

With CYPHER AI 360, it is easy to modify course materials, add new information (including new images and videos), and make adjustments to ensure that the content remains current and relevant.

This is a key feature for franchise organizations that typically have a rich archive of existing content.

3rd party content integration

Customers can access industry-specific, ready-made content through third-party providers like Coursera, Go1, Mind Tools, OpenSesame, and Udemy. The platform also seamlessly integrates with courses directly from any of the content partners like edX or LinkedIn Learning.

Easy administration for franchises

When score <= 40% and > 30%

- ☆ Enroll in course Marketing 101
- Show section Video tutorial
- 🔒 Lock module Marketing pros

Enroll in path Marketing tips

Efficient training administration for complex structures

As the only platform built from the ground-up with automation across every aspect, CYPHER's LMS enables franchisors to automatically assign courses based on job title, team, and location. Current, large franchise customers value the ability to apply multiple filters when creating automation rules. Unlike most LMS platforms that support automated enrollment based on just one filter, such as job title or group, CYPHER allows for a more nuanced and flexible approach, eliminating the manual work.
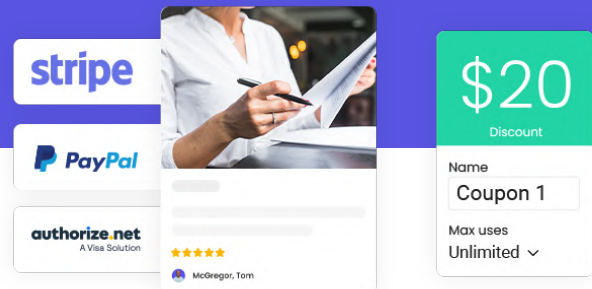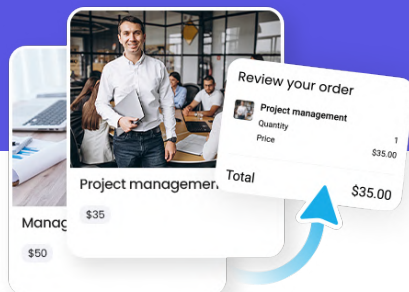
## Capability to charge for premium training

CYPHER's e-commerce capabilities enable franchise companies to create revenue streams by charging for premium training. CYPHER integrates with leading **payment gateways** ensuring a smooth purchasing process for global customers. The platform also supports subscription plans, bundles, and direct digital media sales, diversifying revenue streams. Manage pricing, apply discounts, and automate actions for purchases and cancellations, enhancing user engagement.

# Assessing training impact and compliance

Your franchise company requires effective methods to assess training impact and ensure compliance with various regulations. Your LMS needs robust reporting capabilities.
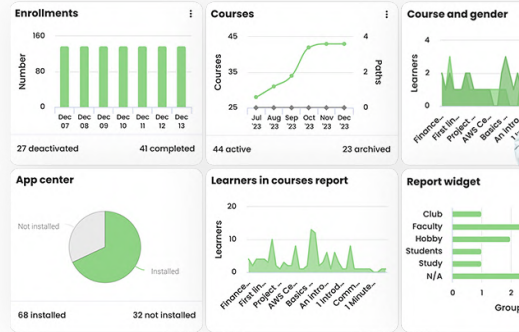
Predesigned reports and customizable dashboards

CYPHER LMS offers comprehensive analytics for courses, groups, teams, and learning paths, with over 60 canned reports. The platform offers report widgets that display custom charts directly on the dashboard for real-time visibility of key metrics. Customers can configure the dashboard with settings such as customizing the messages and widgets that are displayed.
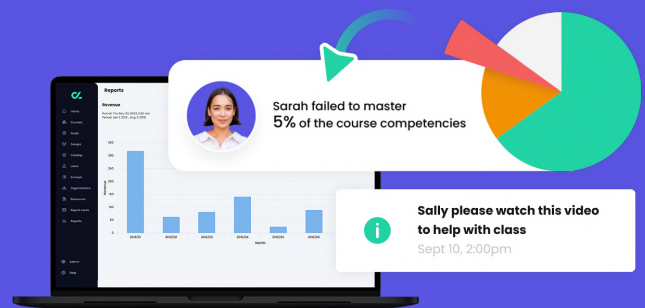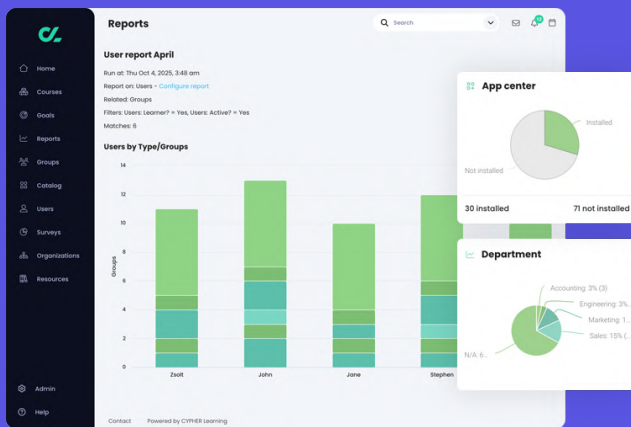
Optimize learning outcomes with custom report generation

The CYPHER platform features a robust and comprehensive reporting and analytics system designed to enhance decision-making and optimize learning outcomes. It includes built-in and customizable reports, providing detailed analytics for courses, franchisees, and their employees. Custom reports can be tailored to focus on specific data categories such as users, courses, paths, and individual franchisees, ensuring targeted analysis and refined strategies.
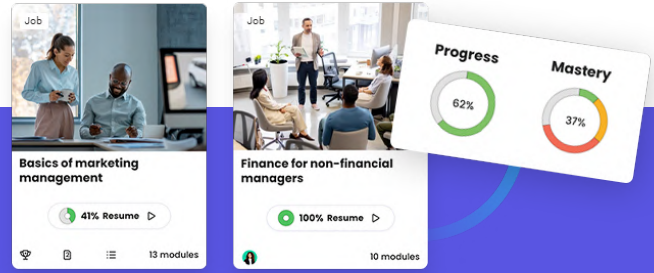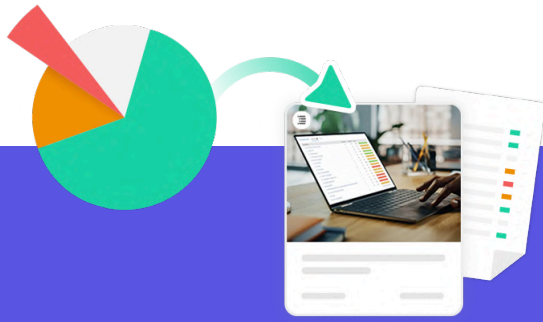
Performance tracking by brand and franchisee

The CYPHER platform supports the automatic creation of different environments and partitions. This enables franchise organizations to run reports by group (brand, franchisees, etc.) and franchisee owners to run reports for their own teams, eliminating the need for admins to generate. With automated analytics, franchisors can track learner progress, identify compliance knowledge gaps, and flag improvement opportunities.

Skill mastery assessment for individual learners

CYPHER's reporting platform allows franchise organizations to instantly see how learners are progressing with graphics that provide insights into modules, assessments, mastery, and more. Learners can see their progress as well. The CYPHER platform doesn't just track mastery levels, it also allows you to trigger different actions depending on a learner's mastery level.

Revolutionize franchise training with CYPHER

CYPHER provides a turn-key solution designed to streamline and enhance the management and training processes for franchise networks. This comprehensive offering includes pre-installed apps, pre-configured permissions, customizable branding options, and training, making it an ideal tool for franchise administrators, franchisee owners, and learners. CYPHER streamlines complex hierarchies, consolidates rules, and boosts automation. It's an advanced LMS tailored for franchise organizations seeking an AI-powered learning platform that is user-friendly, enables personalized learning experiences, facilitates rapid course creation, and delivers measurable learning outcomes, ultimately driving operational success.

www.cypherlearning.com/franchise