



Industry: Franchise

Solution: Employee Onboarding / Employee Training



Increased Franchisee Engagement:

87%

participation rate

Improved Franchise Owner Training:

73%

completion rate

Enhanced Mechanic Training:

80%

completion rate

Rallyware

VELOFIX SHIFTS FRANCHISEE TRAINING INTO HIGH GEAR WITH RALLYWARE

velofix has revolutionized the cycling industry with its premium mobile bike service – a unique franchise that offers both unparalleled convenience for its customers and the opportunity for those with a passion for cycling to turn that passion into a career.

velofix has grown at an amazing rate – 300 percent every year, year over year, since it was founded in 2014. And it's still growing, now at an even faster pace. High-quality training is the key to getting a franchisee set up and on the road to operational success and profitability. With the unique kind of people drawn to the velofix franchise, its training needed to be both comprehensive and easily accessible.

The Results

The Rallyware platform has helped velofix:

- Minimize the need for onsite training.
- Significantly reduce the time required to help new franchisees get up and running
- Make training materials more easily accessible and user-friendly
- Ensure compliance with the company's brand standards and practices
- Support ongoing learning with the ability to add new material from the backend
- Become even more attractive to potential franchisees
- Spend more time focusing on growing the franchise

The Challenge

For franchises that start small but dream big, it's important to think about scalability early on. velofix did and, as a result, was better prepared for its rapid success.



Adam Kourakis

Manager of Franchise Support and Operations, velofix

“Time is our biggest challenge. We knew that at some point, we would have to move our existing training materials into an online platform that would save us time.”



Adam Kourakis

Manager of Franchise Support and Operations, velofix

“A lot of the platforms couldn’t support video and other functions velofix needed to fully implement its training program. We also wanted something that gave us good back-end control.”



Adam Kourakis

Manager of Franchise Support and Operations, velofix

“When we’re looking to acquire a new franchise, being able to tell them we have a fully integrated online training system is a real benefit.”

“Time is our biggest challenge,” Adam Kourakis, the Manager of Franchise Support and Operations at velofix, said. “Our approach has always been to build things once and build them to scale. So, we built a really robust training program from the start. But we also knew that at some point, we would have to move our existing training materials into an online platform that would save us time.”

Kourakis said they explored hundreds of options. After narrowing it down to about half a dozen, he said Rallyware was the only one that “ticked all the boxes.” He said a lot of the platforms couldn’t support video and other functions velofix needed to fully implement its training program.

“We also wanted something that gave us good back-end control,” he said, noting that with Rallyware, he can easily make any changes he needs to the training program. “Being able to add new material and edit existing material was very important to us,” he said.

The Solution

The resulting training program at velofix was robust, consisting of more than 800 documents containing educational materials and numerous standard operating procedures that together provided their new franchisees and bike mechanics the training they needed to succeed.

With the help of the Rallyware platform, velofix was able to distill all the training content they had developed into four different modules currently comprising over 130 active tasks. While new franchisees go through the same training materials as those that came before them, now with all those materials organized into an online digital library, they can do it in their own time. Kourakis said the transition was seamless: “Now they can access part of the training and easily go back to where they left off.”

With only 13 employees at the company’s head office, Kourakis said Rallyware’s automation of the company’s training processes has saved the velofix team a lot of time. “At our head office, we’re all still working 20 hours a day, seven days a week. But every minute we save on training is time we can spend finding new franchises,” he said, adding, “when we’re looking to acquire a new franchise, being able to tell them we have a fully integrated online training system is a real benefit.”