



CUSTOMER SNAPSHOTS

Hooters Soars with a Culture of Empowerment & Growth

Industry: Restaurants

Learners: 13,000



HOA Brands is the parent company and franchisor of the iconic Hooters and its fast-casual concept, Hoots Wings restaurants. The company oversees over 350 Hooters restaurants across the United States and in 28 other countries.

HOA Brands offers robust training resources to all associated with the brand. Training focuses on exceeding expectations in delivering brand standards and nurturing the development of each Team Member. With over 10,000 corporate users and nearly 3,000 franchise users, the learning and development (L&D) team needed a flexible learning management system (LMS) that could be configured to accommodate its complex business model yet simple and intuitive so all users could get started with training right away.



Customer Snapshot: HOA Brands

➔ **Wherever work happens**

Schoox supports Hooters' vast global footprint with 32 available languages, provided at no additional cost.

➔ **Mobile-first learning**

Hooters customizes Schoox's flexible native mobile app with ease to reflect its iconic branding.

➔ **Advancement through each role**

The L&D team carefully designs each Career Journey based on core competencies defined by the organization.

➔ **A central hub for development**

All associated with the brand access all learning via one platform to support training for all the roles in their restaurants.

➔ **Development at the heart of company culture**

Hooters provides professional growth opportunities to team members to guide them on their Career Journey.

➔ **Feedback for learners**

Hooters uses Schoox to connect performance to learning to foster a culture of continuous improvement across the organization.



"From the day a Team Member joins us to the day they exit our organization, we ask ourselves: what are we teaching them? How are we initially training them, and how are we continuing to develop them through their career? "

Cole Plummer-Bastian

Senior Director of Learning & Culture, HOA Brands

ABOUT SCHOOX

Schoox is workplace learning software with a people-first twist. It puts people over process, making learning and career development easy, accessible, rewarding, and fun while adapting to whatever the world throws your way. Learners "up" their skills, grow on the job, and get more done—and you can measure the impact of all their awesome accomplishments. [Learn more at schoox.com](https://www.schoox.com).



Learning wherever work happens

[schoox.com](https://www.schoox.com)