



## Tortal's eLearning Customer Solution Case Study

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### Glass Doctor

- Glass repair and replacement franchise organization
- Dwyer Group Subsidiary
- Waco, TX

[www.glassdoctor.com](http://www.glassdoctor.com)

### Industry

- Glass repair and replacement

### Solution

- User-friendly LMS
- Ongoing franchisee training
- Employee technical training

### Products Used

- Tortal Learning Management System

## Glass Doctor Transforms Its Training Process

*Online learning management system benefits franchisees and technicians on an ongoing basis*

Glass Doctor, a subsidiary of the Dwyer Group, recently turned to Tortal following a training seminar and a demonstration of the new Tortal Learning Management System at the 2010 IFA convention. Says Vice President of Franchise Relations and Training Dan Mock, "I had a kind of epiphany that we needed to 'prime the pump' before new franchisees come to class, to have an ongoing learning process for all our franchisees and to reduce the learning curve for new technicians and other employees. Tortal understands franchising, and was able to meet Glass Doctor University's needs completely."

### Organization Profile

Glass Doctor offers complete glass repair, replacement and services to the residential, automotive, and commercial markets at more than 300 locations in the United States and Canada. Glass Doctor began franchising in 1977, and in 1998 joined The Dwyer Group, Inc., an international franchisor of eight service industry companies.

### Challenges Faced

Building on a 10-year relationship, Tortal continues to help GDU enhance its training of new and existing franchisees and technicians as Glass Doctor takes those programs to the next level.

### The Investment

A conversion to Tortal's simplified new Learning Management System was needed to achieve a high rate of continuing franchisee participation. An investment in the creation and organization of intellectual property continues.

## Benefits

- Ongoing education of franchisees and their employees
- Enhanced uniformity of franchises
- User accountability for specific assignments



"Pick your LMS carefully. There are many different options out there. The key is usability. We haven't had anybody call and say, 'I don't know how to use this.' The next thing is support. They've always been there for me."

**Dan Mock, Vice President Of Franchise Relations and Training, Glass Doctor**

## Getting Ready: "What it took"

"Tortal President Cordell Riley demo'd the new system for me," Mr. Mock says. "I started looking at it and really thinking about our training in general. Once you get your template established, you think of more and more uses for it."

## Success Strategy

### A Challenge Met

"We have tons of information, and now there's a place where people can access it and use it," Mr. Mock says. "There are a lot of unique ways of using this tool. It's just a matter of how you produce it and what media you use, It's not that complex once you get into it. Of course, Cordell and his group can also develop classes all day long if you want them to."

## Implementation

First, Glass Doctor University developed a blended approach to acclimate new franchisees to the learning process before they got to class by providing online training to them before they arrive for their new owner classroom training. GDU incorporated six new Tortal classes and even shortened training to six days from nine.

Glass Doctor then extended and expanded the training experience with a series of post-basic training courses. And if franchisees forget something, they now have a resource where they can go back and refresh their memory.

The process is a continuing one. "Classes are being developed from existing material that was never available once they left company headquarters in Waco," Dan Mock says. "Or if it was, it was really hard to find. We have 20 courses in the system so far."

"We also have a big technical component, like a class on how to read a tape measure, something that anybody that's been around for a while simply takes for granted -- but maybe nobody has ever taken the time to teach the technician how to read a tape measure properly."

**Tortal -- a Driven Brands Company – is a leading provider of online training solutions in the franchise industry. For full company information visit [www.Tortal.net](http://www.Tortal.net).**

Tortal also offers its eLearning products and services to other corporate entities, government, education, and non-profit organizations. Driven Brands, Inc., is headquartered in Charlotte, NC, and serves as parent company for the separate businesses: Meineke Car Care Centers, Inc. (a franchise-based automotive service and repair chain); Maaco (market leader in franchised auto body repair and painting); Aero-Colours, Inc. (a franchised chain of mobile automotive paint repair services); Econo Lube & Tune (a franchised chain of automotive repair/quick lube services) and Tortal.

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