Papa John's International, Inc., doing business as **Papa John's**, is an American pizza restaurant chain. It is the fourth largest pizza delivery restaurant chain in the United States, with headquarters in Cumberland, Georgia within the Atlanta metropolitan area.

THE CHALLENGE

Papa John's wanted to improve the selling skills of their sales team in the most engaging, yet informative way, comprising of various modules to assess the learner's ability to apply sales strategies, provide constructive feedback, and create adaptive learning paths based on the learner's performance. The biggest challenge was converting several legacy Flash-based courses – a total of 45 courses, approximately 45 minutes each with a total seat time of 35 hours – into custom HTML5 courses.

The legacy courses had the following issues:

- Developed by multiple vendors over time
- Accessible only through laptops and desktops
- Featured linear, rigid navigation, and outdated content
- Long course duration resulting in poor concentration and attention
- US-specific, real photographs of products, employees, kitchen, and equipment

APTARA'S SOLUTION

Aptara had a huge challenge at hand and decided on a streamlined course of action. Using and applying various learning and development strategies, we first analyzed the large legacy courses, then redesigned and developed device-agnostic, smaller courses, focusing on localization and translation into 12 languages.

The solution included:

- Smaller, audio-visual, interactive courses with user-friendly, flexible navigation
- Featured photo-realistic characters, backgrounds, and other images for easy localization
- Repurposing existing content and making the content up to date
- Scenario-based learning for better, quicker grasp of concepts and skills for on-the-job performance with standardized look and feel
- Custom HTML5 with Responsive Web Design (RWD)
- Compatible on all devices, browsers, operating systems to enable on-the-go learning
- Cross-platform and cross-device bookmarking
- Single package for all devices – cost optimization

THE RESULT

Aptara's solution benefitted in smaller interactive courses with up-to-date content in 12 languages, user-friendly, flexible navigation with RWD, cross-platform and cross-device bookmarking, and custom Integrated Publishing Environment – Project Management Dashboard.

In 2016, Papa John's and Aptara won a Learning in Practice Bronze Award for Excellence in Partnership.