



CASE STUDY

Leading Home Service Brands Decrease Technician Callback Rates with Virtual Reality Training



AT A GLANCE

- Success Academy provides franchise training and development for over 350 locations across the three brands
- One Hour Heating & Air Conditioning, Benjamin Franklin Plumbing and Mister Sparky Electric are dedicated experts in HVAC, plumbing and electrical home services
- Combined, the three brands employ 4000+ service technicians and installers

CHALLENGES

- Success Academy's technical training offerings lacked ongoing opportunities for techs to practice and become proficient in essential skills before heading out on the job.
- In-person, instructor-led trainings were limited due to budget, travel and time constraints.
- Skills development and course completion was cumbersome for franchise owners and managers to track.

RESULTS

- VR training sessions increased workforce exposure to diagnosing and troubleshooting practice.
- Collaboration and real-time feedback led to greater employee confidence and performance in the field.
- An increase in VR training was negatively correlated with callback rates.
- Franchise adoption continues to increase.



Expanded hands-on technical trainings



Facilitated engaging VR training sessions



Successfully reduced callbacks



Used training as marketing to increase adoption

SUMMARY

- Success Academy provides technical training in HVAC, plumbing and electrical for more than 4000 technicians and installers across the three brand's 350+ locations.
- Offering interactive, virtual reality HVAC simulations gave technicians a safe and engaging way to put into practice what they learned in their courses.
- Command Center data enabled Success Academy to report a negative (-0.5) correlation between the adoption of VR Training and callback rates.

NEEDING MORE FROM TRADITIONAL LEARNING METHODS:

Success Academy prides themselves on the quality of their in-depth technical training curriculum. Their textbook and computer-based program could take someone with minimal experience and give them the technical knowledge necessary for today's complex systems and equipment. However, the constraints of hands-on training — an essential component to developing on-the-job skills — left a gap in training. Technicians often felt unprepared to deal with service calls, leading to higher callback rates. Success Academy was looking for a solution to better prepare their technicians to enter their customers' homes and improve performance while troubleshooting real-world problems.

“Interplay is an excellent opportunity to provide a service to our franchisees and an excellent opportunity to be at the forefront of technology and learning.”

— Lance Sinclair,
VP of Operations



Success Academy was able to demonstrate a **negative (-0.5) correlation** between the use of VR Training and the rate of callbacks. Since partnering with Interplay in **March of 2020**,

15% of the brands' franchise locations have adopted their VR training with **great success**.

Committed to upholding their reputation of leading the industry in training and education, the brands' VP of Operations, Lance Sinclair searched the internet for cutting-edge solutions to augment the hands-on component of their training program.

VR SIMULATIONS CREATE COLLABORATIVE, SUPPORTIVE ENVIRONMENT FOR TECHS OF ALL SKILL LEVELS:

While attending an Interplay Learning demo, Lance immediately recognized Interplay's 3D simulations as the missing piece to round out the Success Academy learning experience. They partnered to deliver the field-like training directly to each franchise location through Success Academy.

Franchises that adopted the training began facilitating regular group VR training sessions, simulating field scenarios across HVAC, plumbing and electrical. Employees of all skill levels loved the engaging and interactive learning experience, real-time feedback and supportive environment. Additionally, employees could access the self-paced, digital training from home.

With the platform's Command Center dashboard, management had the capabilities to assign and track courses, increasing transparency into trends in training success. From this, management was able to establish a correlation between training and performance—technicians that adhered to their training had lower callback rates.

“Our technicians love being able to practice lifelike situations in a classroom setting. They are gaining confidence and advancing their skills in a way that is almost like video gaming. Our technicians can open a discussion about the situation they are working in and get input on the best way to tackle certain issues. They can try without feeling failure.”

— Rozie Ricca, Operations Coordinator, One Hour Heating & Air Conditioning, Baton Rouge

The Success Academy Team and the brands' Franchise Business Consultants continue to educate and promote the benefits of their cutting-edge technical training to franchisees, steadily increasing adoption rates.

“Success Academy prides itself on being a reliable and modern reference for training. Interplay is just that. It's a reliable product that achieves technical learning, and at the same time it presents information in a modern way that encourages learners to come back for more.”

— Joel Berken, Manager of Online Learning