



Media Contacts:

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WHO:

DRUXY'S is Canada's premier chain of quick service delicatessen restaurants, currently operating more than 40 restaurants and kiosks in major health care facilities, office towers, and shopping centres. DRUXY'S is a privately owned Canadian corporation founded in Toronto in 1976, owned by Bruce, Harold and Peter Druxerman, all of whom are directly involved in the daily management of the company.

WHAT:

Druxy's has increased its commitment to franchisee success by implementing a new online training platform "DRUXY'S UNIVERSITY." They chose a "made in Canada" LMS – SmarterU.com – a product of *neovation corporation*, located in Winnipeg, Manitoba.

HOW:

Druxy's recognized that franchisee & store team training was an essential component in building both franchise success and customer loyalty through consistently high standards. The best way to attain these standards was through rigorous training, previously on a one to one basis with new franchisees, who would then train their store staff.

Their passion for ongoing improvement to their training procedures caused Harold Druxerman to begin researching various online learning management systems (LMS) and resulted in the selection of Winnipeg based SmarterU.com as their LMS of choice.

SmarterU.com gives Druxy's franchisee learners access to rich media courses 24x7, with exceptional learner administration options and reporting functions, as well as quizzes, exams, and SmarterGames™ modules to confirm comprehension. In addition to using the SmarterU.com platform, Druxy's additionally contracted the SmarterU team to convert their existing paper based training materials into rich media courses for deployment within the platform.

WHY:

Druxy's takes great pride in offering their customers only the highest quality fresh and healthy food, and personal service possible. They have earned and retained an exceptionally high customer retention. To ensure continued visitor frequency, and from that metric, franchisee success, Druxy's has committed to state of the art online learning through the SmarterU.com LMS to deliver custom created course material to ensure brand and service standards continue to be met at a high level of excellence by their franchisees.