

# Leading Home Service Brands Decrease Technician Callback Rates with Immersive Learning



**Success Academy™**  
IT'S ABOUT YOU SUCCEEDING

## Key Successes

- Expanded immersive, hands-on training options, providing technicians with lifelike simulations for HVAC, plumbing, and electrical skills.
- Increased franchisee adoption by 15% using training as a marketing tool, showcasing benefits, and engaging technicians.
- Reduced callback rates through consistent use of immersive training.
- Enhanced workforce confidence and skill proficiency through collaborative, real-time feedback during training sessions.

## Summary

- Success Academy partnered with Interplay Learning to enhance technical training for over 4,000 HVAC, plumbing, and electrical technicians in 350+ franchise locations.
- Immersive simulations provided technicians realistic hands-on practice, boosting skill retention, confidence, and job readiness.
- A 15% increase in the adoption of immersive training correlated with a significant decrease in callback rates, improving customer satisfaction and operational efficiency.
- Success Academy's accessible and scalable training model continues to support franchisees with consistent, high-quality learning experiences that meet modern industry demands.

## About Success Academy

- Provides training and development for over 350 franchise locations across three home service brands: One Hour Heating & Air Conditioning, Benjamin Franklin Plumbing, and Mister Sparky Electric.
- Specializes in HVAC, plumbing, and electrical services, focusing on equipping technicians with essential technical skills.
- Serves a workforce of over 4,000 service technicians and installers.
- Offers comprehensive, scalable training solutions to support service excellence and operational efficiency across franchise locations.

## Training Goals

- Improve technician preparedness for real-world service calls through increased hands-on practice.
- Reduce callback rates by developing more effective troubleshooting and diagnostic skills.
- Enhance training accessibility and scalability across 350+ franchise locations.
- Boost technician confidence and job performance with interactive, immersive learning

## Training 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 training was limited due to budget, travel, and time constraints.
- Skills development and course completion were cumbersome for franchise owners and managers to track.



## Needing More From Traditional Learning Methods

Success Academy prides itself on the quality of its 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 handle 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.

Committed to upholding its 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.

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

— Lance Sinclair,  
VP of Operations.

## Immersive Learning Creates 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 immersive 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 Interplay's platform data and insights, management had the capabilities to assign and track courses, increasing transparency into trends in training success. From this, management established a correlation between training and performance— technicians who adhered to their training had lower callback rates.

Success Academy demonstrated a negative (-0.5) correlation between the use of immersive training and the rate of callbacks. Since partnering with Interplay in March 2020, 15% of the brands' franchise Locations have successfully adopted Immersive learning.



## CASE STUDY:

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*“Our technicians love practicing 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 franchisees and promote the benefits of their cutting-edge technical training, 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



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