MustardHub

FRANCHISE SUCCESS STORY

CRJ Learning Group Strengthens Team Engagement with MustardHub



Primrose Schools Franchisee

A multi-unit Primrose Schools franchisee with three locations has been using MustardHub to create a recognition-driven culture that has significantly improved retention and workplace satisfaction. This culture has set a successful example for other educational institutions.

ABOUT THE CLIENT

This multi-unit Primrose Schools franchisee operates three locations in Southern Ohio, providing high-quality early education and childcare. With multiple schools to manage, the owner wanted to create a consistent, people-first culture for teachers and staff across all locations and maintain a high standard of care for students and families.

> “MustardHub has been essential in streamlining our staff recognition efforts. The data since implementing MH shows significant improvements in employee retention, productivity, workplace satisfaction, and customer experience."

Ruthann Peace Brown, Primrose Schools Franchisee

Primrose Schools®
The Leader in Early Education and Care®

Strong Team Engagement Strategy

The MustardHub platform was customized to seamlessly integrate into the company’s culture and bring to life an already strong vision for team engagement.

A Point-Based Model

This method taps into the brain’s natural reward circuit, making recognition and incentives intuitive, meaningful, and impactful.

Unified Experience

Within each team, staff can easily appreciate each other and celebrate successes. All teams access the same rewards and recognition features for consistency and a shared culture across all locations.

Stress-Free Implementation

The onboarding process is fast and user-friendly, allowing leadership to stay focused on running great schools while keeping their team motivated and engaged.

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The Problem

The company had a clear vision for employee engagement and was gradually building a strong, people-first culture. However, the multi-unit owner noticed constant hands-on management was needed to keep efforts aligned and effective—which wasn't sustainable long-term.

To ensure every school maintained the same high standards without added strain, she needed a scalable solution to execute her strategies effectively and deliver fast, lasting results. Without the right tool, results would have taken longer and rising hiring costs would have been harder to avoid.



The MustardHub Solution

MustardHub makes recognition a natural part of the day, helping staff feel appreciated and motivated. It keeps engagement high, reinforces positive behaviors, and strengthens team connections across all three locations.

Achievements and accolades reinforce behaviors aligned with the school's mission.

Team members can acknowledge and reward each other's contributions with a few clicks.

The point-based system encourages participation and motivation.

Staff feels more connected, which improves morale and workplace satisfaction.

Results

MustardHub helped strengthen team morale and engagement, which has reduced hiring and onboarding costs.

- **Location 1 maintained zero turnover, with no staff leaving for external opportunities.**
- **Location 2 reduced turnover by 50% after implementing MustardHub.**
- **Location 3 dropped turnover from 12% to zero in the same timeframe.**

A People-First Workplace

The management team keeps engagement strong by updating rewards to match employee needs and tracking metrics to keep teams connected across all locations. When they open the fourth location, MustardHub will scale with them, making it easy to maintain the same culture of recognition and engagement.

