



Customer and Contact Manager

Managing effective customer relationship is critical for revenue growth in any franchise organization. However, the lack of standard applications that allows franchisees to effectively manage their sales leads and customers often makes the task extremely challenging. In addition, the franchisor and the corporate HQ often do not have the customer information available to them, thus having no knowledge of the end customer they are serving.

FranConnect's customer management application allows franchise organizations to provide a standard application to all their franchisees for effectively managing their leads and customers. It provides the franchisor/HQ with a complete list of the franchisees leads and customers. A user-friendly interface allows franchisees to start using the system without much training. Franchisors can also leverage the existing customer data to easily re-sell the franchise at a premium if the need arises.



FEATURES:

- Automatically collect customer leads from multiple sources
- Automatically distribute leads to franchisees based on Zip-Code or Region
- Conduct powerful online marketing campaigns using the Campaign Manager
- Manage a complete transaction and contact history of your customers
- Create "Customer Clubs" for providing special offers and coupons to your loyal customers
- Analyze customer data and leverage it for nationwide marketing campaigns