

CASE STUDY:

BrightStar Aligns Sales and Marketing for Improved Brand Development and Unit Growth

About BrightStar Care

BrightStar Care provides full continuum home care for adults and seniors, as well as childcare and medical staffing services for individuals, families, and healthcare facilities. Founded in 2002 as a family business, today BrightStar Care is a national private duty home care and medical staffing franchise with over 250 locations in 36 states.

what industry you're in. You are pulled in a lot of different directions. FranConnect gives our franchisees the visibility into what consumers are saying about their business in one place. This is a big benefit. They are getting great customer feedback very efficiently."

- Matt Quandt, Sr. Director of Marketing, Brightstar Care

The Challenge

BrightStar Care needed a franchise management solution that would enable them to grow the business while remaining the premium provider of in-home care. In order to strategically grow, the company's corporate office required a solution that could deliver and improve the support, resources, and programs to ensure franchisee success, while also attracting potential franchisees.

The Solution

"The lead nurturing and reputation management capabilities make a big difference. Being a franchisee is challenging no matter





The Results

- Increased online reviews by 45% and company's average general rating score increased by 27%.
- Improved Search Engine Optimization (SEO), as franchises are able to access and edit directory listings from one central location. This ensures that the name, address, and phone number of the company is consistent across hundreds of online directories, providing a consistent brand presentation to consumers.
- Increased marketing efficiencies and improved reputation management capabilities across the brand.

About FranConnect

FranConnect is the leading franchise management software provider. For 20 years, the FranConnect platform has served as the sales, operations, and marketing backbone for approximately 900 brands worldwide. Nine of the Franchise Times Top 10 Fastest-Growing franchise businesses rely on FranConnect to drive growth, improve profitability, and streamline operational performance. FranConnect customers span all sizes, growth phases, and industries and they grow 44% faster on average than the broader franchising market. Backed by private-equity investor Serent Capital, FranConnect is headquartered in Herndon, Virginia, with global operations in India and Canada.

For more information on FranConnect, visit www.franconnect.com.



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