

How Franchisee Engagement and Technology Adoption Lead to Better Performance

The Charge

Franworth is a franchise-focused growth equity firm with dozens of franchise businesses under its umbrella, including The Lash Lounge, CITYROW, Madison Reed Color Bar, and skoah.

The leadership team is continually focused on helping its portfolio of franchise brands scale and improve performance. Based on observations from their most successful brands, the firm wanted to test the hypothesis that franchisor adoption of technology, as well as better franchisee engagement, leads to better unit-level performance.

The Approach

Franworth partnered with FranConnect to build a proof of concept with FranConnect's Operations Suite. The experiment focused on one Franworth franchise: skoah, the Canadian-based facial-only franchise.

To validate the premise, Franworth Operating Partner Mike Skitzki used a real-time data dashboard to monitor the engagement of centralized content by franchisees of the two brands. The study pinpointed which franchisees took advantage of franchisor-provided webinars and other content and then tracked their financial performance. This group was then compared to the non-adopters to see if the training and support paid off.

Results and Future Plans

The analysis focused on webinars provided to the franchisees, and initial implementation showed an instant connection between webinar compliance and revenue.

As a whole, franchisees who participated in 90 percent of webinars specifically designed to provide training and support could, with near certainty, count on a boost to the bottom line.

These results illustrate the power of a scalable solution that enables emerging franchise brands to effectively monitor, customize and improve system engagement on an ongoing basis without a massive investment in technology or the need for an in-house IT management team.



About FranConnect

FranConnect is the leading franchise management software provider. For nearly twenty years, the FranConnect platform has served as the Sales, Operations, and Marketing backbone for over 800 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 follow-the-sun operations.

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



13865 Sunrise Valley Drive, Suite 150
Herndon, VA 20171
+1 800-280-8305 (Toll Free)
+1 703-390-9300 (Outside US)

Follow Us:   