



K9 RESORTS

CASE STUDY:

K9 Resorts Improves Efficiencies with FranConnect for Sales and Operations Support

About K9 Resorts

K9 Resorts is an award-winning pet care facility founded in 2005 by brothers Steven and Jason Parker. K9 Resorts began franchising in January 2011, and today, the company has 10 locations throughout the East Coast, with many more in immediate development.

The Challenge

K9 Resorts was rapidly growing as a franchise company and needed a technology solution to provide support to its franchisees and improve processes. Additionally, they needed a solution to bring together corporate and franchise owners for sales and operations support, streamline processes, and help the company stay on track while developing new franchises.

Key Challenges:

- Streamline processes throughout the franchise system, from operations support to opening new units.

- Connect corporate and local owners
- Improve lead tracking and candidate engagement.

The Solution

K9 Resorts conducted a thorough review of technology partners and consulted with industry professionals, who all had positive feedback on FranConnect. In June 2016, the company partnered with FranConnect for sales and operations support. Within a few months of using FranConnect, K9 Resorts realized many business benefits, including improved lead tracking and franchisee engagement.





“Overall, FranConnect has helped us become more organized and efficient, especially on the sales end of our business. We’re able to keep better track of our leads, which ultimately helps us engage our prospective franchisees more than we were ever able to in the past. The same goes for the operations side of our business - FranConnect creates a central place for all of our current franchisee information, while at the same time keeping track of where future locations are in their development process.”

Jason Parker, Co-Founder and Co-CEO, K9 Resorts

The Benefits K9 Resorts Saw:

- Central location for franchisees to access important business information.
- Improved processes and efficiencies throughout the franchise system, resulting in unit growth and success.
- Visibility in lead tracking to improve lead generation, engagement levels, and unit growth.
- Increased engagement between corporate and franchise owners.

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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