



CASE STUDY:

Lightbridge Academy Drives Development and Improves Lead Tracking

About Lightbridge Academy

As Lightbridge Academy provides early education and childcare to children ages six-weeks through kindergarten, as well as special programming for children up to 10 years old during school holidays, breaks, and summer camp. The company was franchised in 2011 and currently has over 85 childcare centers either open, under construction, or in development, throughout Maryland, New Jersey, New York, Pennsylvania, and Virginia.

The Challenge

As the company grew and franchising opportunities were launched, Lightbridge Academy saw the need for a technology solution by which they had the ability to access essential data and gain real-time insights to diagnose problems and identify strengths. They were looking for a technology partner who could connect and bring together all areas of the business. They needed a solution that could improve Visibility into hey franchising business operations such as

development, construction, finance, and marketing. Additionally, the company required a solution to help track and respond to incoming leads.

Key Challenges:

- Integrate solutions from all areas of the business on one platform to improve business outcomes and unit growth.
- Gain real-time data insights to diagnose problems and identify strengths.
- Track and respond to incoming leads easily and efficiently.

The Solution

Lightbridge Academy selected FranConnect as their technology partner to provide technology solutions specifically developed for franchisors. FranConnect brings information to one central location and enables franchise leaders to gain important, immediate insights and visibility into all areas of a franchise organization.



“FranConnect connects all areas of a franchise organization - from development and grand openings, to driving leads and tracking franchisee marketing efforts, the value of having all of this information in one place is immeasurable. It introduces a certain fluidity between departments to share information, helping to prevent silos within your organization. It’s an important system that has really helped Lightbridge Academy thrive.”

Brenda Febbo, Chief Marketing Officer

The Benefits Lightbridge Academy Saw:

- Unit growth from a single location to over 85 child care centers either open or in development in five states.
- Visibility in lead tracking to strategically improve lead generation and unit growth. Removed silos and improved efficiencies throughout the franchise organization — from development and grand openings to driving leads and tracking marketing efforts.

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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