



CASE STUDY:

Rita's Italian Ice Utilizes FranConnect to Drive Growth & Nurture Past Leads

Background

When guests walk into a Rita's Italian Ice, they know they are in for quite literally - a treat. Their bright smiles and colorful outfits greet them, along with an array of icy goodness. Guests have been loving their products since the first Rita's opened outside of Philadelphia back in 1984 - since then they've seen over 550 units dish out happiness, alongside silky Italian ice flavors that melt on your tongue as well as creamy frozen custard!

The business model at Rita's has been a winning one for entrepreneurs. With walk-up and drive-through options, it's easy to run your own successful shop with minimal overhead costs. But if you want even more flexibility in where or when you work - there are also mobile truck options available.

The Challenge

Rita's was looking to migrate away from a popular CRM tool they were previously using, to a more robust platform that was built for moving leads through their sales funnel. In the past, Rita's was managing leads that came in one by one. Those leads needed to be sorted and then customized for appropriate follow up - which was time-consuming.

The Approach

Rita's implemented the FranConnect Sales platform which allows their business development team to nurture the right candidates, close deals faster, and ultimately reduce the cost-per-lead - driving more revenue with automation and analytics. With the system being built exclusively for franchisors, it is unmatched in comprehensive sales performance. We sat down with Kimberly Haidacher, Development Coordinator for Rita's, who shared some success stories thus far using the FranConnect Franchise Sales product to more effectively manage their leads.

Franchise Sales - Rita's uses this module of the platform to supply users with pre-set campaigns and templates for drip campaigns. All of these campaigns and templates can be customized to their branding, making it the "easy button" for Rita's.

Drip Campaigns - "The functionality of the drip campaigns really helps us reach out to the franchisee prospects and give that additional presence whenever we need. We never really had the functionality to push out whatever we wanted to. It was always controlled by our last CRM system, so having the flexibility built in to do it ourselves has been instrumental."

Dynamic Email Schedule - Rita's maintains consistent engagement with their leads by using the dynamic email delivery schedules, and campaign management tools.

A feature within this tool called "heat meter" allows viewers to qualify leads so the most engaged candidates can be identified quickly. Kimberly shared a story with us about her experience with the email delivery scheduler that she now uses as a (good) warning to other users.

"I was going on vacation out of town, but I had a newsletter that I wanted to share. I chose to send it to leads that went back a year or two, and send it out on a Friday afternoon. My email inbox was overflowing with notifications, in a good way, with the number of responses from that newsletter. Within 10 minutes I had 44 leads on my desktop. It was crazy!"

The learning experience for me is just how effective a tool like this is with being able to control when it goes out and who it goes to based

on a lead score or time period...and not to do it the day before you go on vacation!"

"We absolutely love it. It really helps us in terms of managing all of the leads that come in, because we get hundreds and hundreds of leads in each week. Said Kimberly Haidacher, "We're able to insert our own dropdown menus, label the different tabs, and the sort the selection in terms of what we are looking for."

Results & Future Plans

When all those leads came in, Rita's was able to track them by campaign and view how engaged those leads were with the heat meter.

In addition to reinvigorating their sales process, Rita's has plans in the future to expand their FranConnect product usage, by adding other modules to their already successful sales process in order to better connect different departments and streamline their processes.

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 over 1500 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 offices in Australia, India, Colombia and Canada.

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)

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