

LAWN DOCTOR



ecomaids



CASE STUDY:

Happinest Parent Company Reduces Days to First Dollar Relying on FranConnect Opener

Background

Happinest Brands is a leading multi-brand home service franchisor that has been in business for over 50 years. They have the infrastructure, platforms, and team to support expanding into new markets with partner brands like Lawn Doctor, Mosquito Hunters, and Ecomaid's. Happinest is all about building partnerships with like-minded home service brands, making the American dream real for franchisees and giving customers a trusted resource to turn to for all of their home service needs.

"I think the beauty of FranConnect is the fact that it's a single resource, a single place to turn to so that you don't have a fragmented landscape for the franchisee. It helps us make sure we're always looking at ways to take advantage of that. We are having great success with recently implementing the FranConnect Opener module to streamline the franchisee onboarding process."

- Chris McGeary, VP Happinest

The Charge

Happinest believes in sharing resources all under one umbrella but allowing partner brands the room to keep their unique brand identity. Happinest enlisted the help of the FranConnect platform to create a single source of truth across their organization. They also wanted a tool to streamline their franchisee onboarding process.

The Approach

We sat down with Kim Cacace, an Onboarding Specialist with the Happinest team to hear how she uses the Opener tool to move franchisees through their onboarding process with speed and ease - reducing the "days to first dollar".





“Mosquito Hunters and Lawn Doctor are mainly seasonal businesses, so the ramp up is quick. If they came into the system in November and December, we want them to start servicing right away. So, it’s usually a four-week span, from the time they sign to heading into training. Ecomajds is a little bit longer span at 6 to 8 weeks. The great thing about these service model brands is we can get them open quickly because there’s no brick-and-mortar store to build out.”

– Kim Cacace

Franchise Opener - With Opener, area reps, new owners, and headquarters personnel can proactively manage projects, quickly resolve issues and keep the process moving forward while sharing best practices and critical knowledge. Kim praised the module for making things on her end more efficient compared to everything having been on a spreadsheet prior to implementing FranConnect.

“There were no reports to look at. You couldn’t look at overdue tasks. I literally had to go through the spreadsheet to see and mark off myself on what was completed by the franchisee.”, said Kim. *“And from the franchisee’s perspective they can see the tasks and when they are dated to be due, so they have a clear picture in their mind of what needs to be completed before they move into training.”*

Task Dependencies – The dependent tasks within Opener are a game-changer for Happinest. Kim shared that her team refers to them as “triggers”. Task dependencies may seem like a small detail within the module, but they provide key functionalities that link all of the Happinest shared services teams together.

“If I complete something, or the franchise owner completes something, it can for example, notify the legal admin to trigger a document that needs to be sent out to them, or for the marketing department to do a task. It’s eliminated a lot of unnecessary emails within our organization.” said Kim Cacace.



In addition to Opener, the Happiest shared services team utilizes other FranConnect modules like Info Manager, Franchise Sales, and The Hub to provide a unified tool that lets them achieve a level of organization and visibility to their franchise organization that streamlines critical tasks for their team.



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.



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