



CASE STUDY: Driving Massive Improvements in Sales Cycle Time

The Human Bean opened their first drive-thru espresso stand in Ashland, Oregon in 1998. Customers quickly appreciated their passion for coffee and the unique and convenient drive-thru way of getting quality beverages. They expanded to surrounding cities in Southern Oregon and began franchising in 2002. They currently have over 300 locations open or in development across 29 states. They have used FranConnect since 2016 to manage their growth and help support franchisees.

Historically, The Human Bean has relied heavily on organic lead sourcing for franchise development. Many of their best leads have come from new location openings driving website traffic and inbound form submissions. The Human Bean realized there was too much time being spent on unqualified leads, while the good leads were not given the attention they deserved.

The typical Sales Development Representative (SDR) works a Monday-Friday, 9:00 AM-5:00 PM schedule. So, what would happen when a lead,

particularly a good one, would submit a form on a Saturday morning? They might not receive a response from a SDR until Monday morning. By this time, the prospect may have already moved on to the "next big thing" and ultimately the lead is lost.

When sitting down with Jean Schneider, Director of Franchise Development, for The Human Bean, it became clear that they have taken an innovative new approach to managing their leads. The Human Bean integrated FranConnect Sales Accelerator to manage their sales funnel with real-time follow-up.

FranConnect's Sales Accelerator engages with leads using automated conversational SMS text messaging. Integrating with the sales team's calendars, it responds immediately to new leads to schedule appointments. It also manages follow-up to reduce no-shows and reschedule missed meetings. The welcoming engagement mechanism that the solution uses automatically logs user responses, ensuring that the franchisor has all the information centralized and available when it is time for the pre-scheduled call.



In the past, The Human Bean team filtered through leads by hand, one by one. Using the scheduling bot to immediately engage with prospects, their team can set quality requirements on diverse leads to segment them into different groups. Are they wanting to open a franchise, or is it someone looking for a job? Segmenting and aggregating the leads into different categories also assists the Sales Accelerator in quickly booking calls with the most qualified prospects based on their needs and the SDR's availability.

Schneider explained that differentiating who is submitting a form to get their "toes wet" in the franchising industry by doing competitor research can slow down their process because that prospect may not respond for 2-3 weeks, even a month at times.

The Human Bean's customized sales flow inside the FranConnect platform allows multiple development members to participate in the action. Their incoming leads follow a round-robin, assigning leads to members of their development team. This ensures that every lead is touched after they go through the interactive chat and scheduling functions. The solution filters out leads that have already been opened, previously been closed, or come from a market that is already full.

"Scheduling Rate and Lead Funnel Rate are the main metrics we use to evaluate our Sales Process, both have improved substantially, which is a game changer"

Other metrics that FranConnect helps track are time to schedule a meeting, connection rates with scheduled calls, and the rate at which leads move sales stages. Once The Human Bean integrated Sales Accelerator, the average time it took qualified prospects to move from stage "New Lead" to Candidate Approval" dropped from six months to two weeks.

"It's a massive advantage for us in efficiency that we gained. When we can follow up so quickly that the prospect is more likely to respond immediately versus 2-3 days later."

Using the innovation that Sales Accelerator provides The Human Bean ultimately found a way to not only increase lead numbers but to improve the quality of the leads coming through.





In addition to creating quick solutions, the FranConnect platform supported The Human Bean to also service and focus on nurturing the quality of their leads – which in turn translated to internal growth and success last year with multi-unit franchisees. The Human Bean continues to grow its brand with over 300 locations open or in development, taking on the coffee industry - one bean at a time.



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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