

# 5 Tips to Accelerate Franchise Success

Solutions for emerging franchisors and their franchisees

GET STARTED



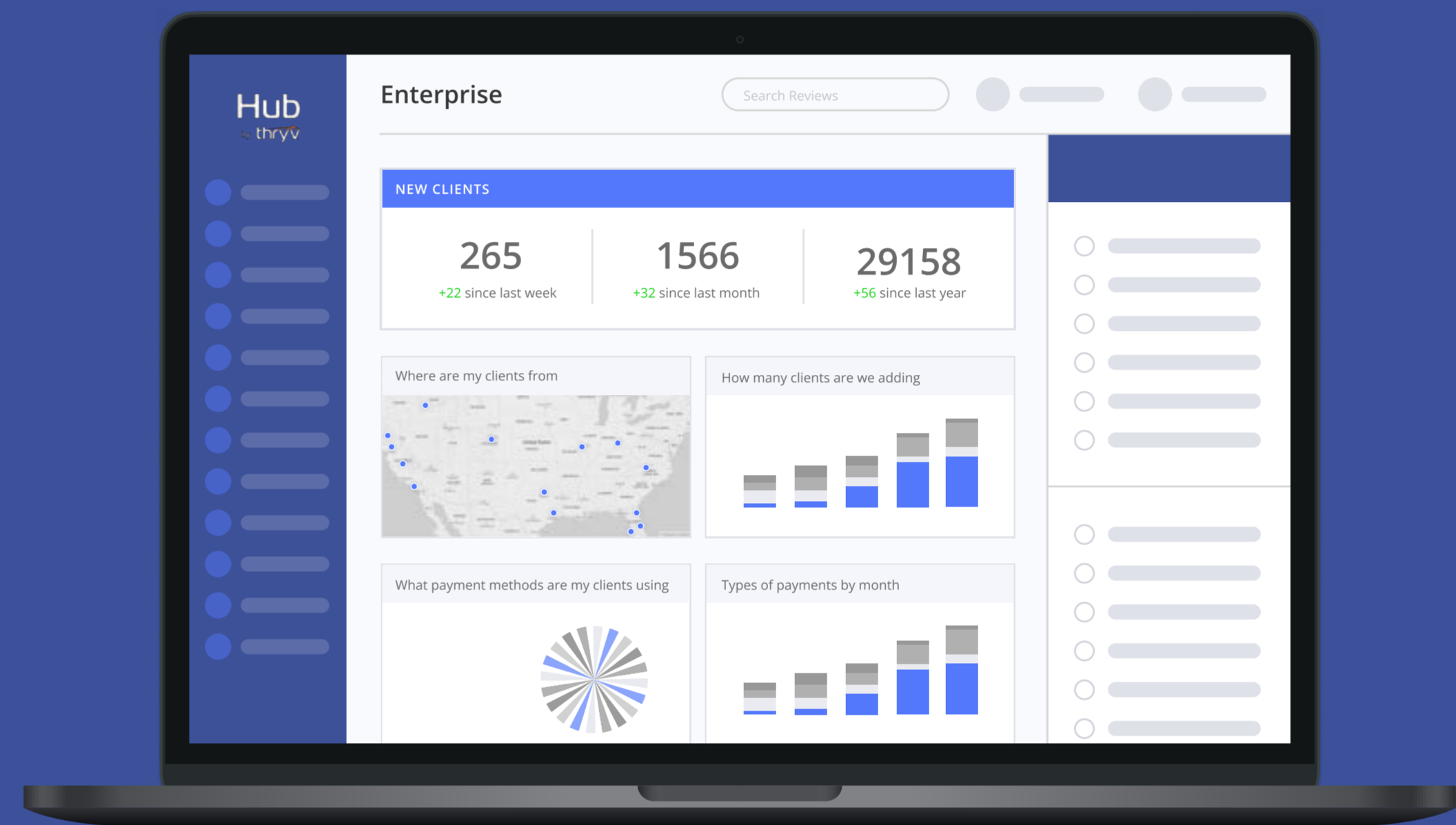
# Promise. Deliver. Repeat.

You built your franchise business on a reliable, repeatable experience. From the branding on your vehicles to every service interaction, customers know what exactly to expect from your business. But getting there means:

**Your franchisees should also know just what you expect from them.**

With diverse locations — and a goal to grow — managing and meeting expectations can get more and more challenging with every franchisee you add.

Through our experience working with service-based emerging franchises, we've identified five common challenges and some tips to help you manage them, so that you and your franchisees can stay focused on building your business.



**Thryv and Hub by Thryv are software-as-a-service platforms designed for small businesses and enterprises.** Software isn't the answer to all your business challenges, but a user-friendly, easy-to-deploy system that gives you the control and insight you need to keep growing.

# Tip 01

## Use insights from your franchise locations to help drive success.

Start-up problems can hamper franchisees before they've even gotten out of the gate.

### ⚠️ Potential roadblocks:

- 🎧 Different franchises may need different types of support.
- ❓ Without benchmarks, franchisees don't know what good looks like.

You need complete insights into how your franchises are performing. That way, you can deliver support and attention right where (and when) it's needed.



## Tip 01

Use insights from your franchise locations to help drive success.

### 💡 Ideas that work:

Have successful franchisees mentor new or struggling owners.

- 💬 Share advice and best practices.
- 🔄 Reduce trial and error with new franchisees.

### How Hub by Thryv and Thryv can help:

- Quickly identify which franchisees need support and what they need to succeed.
- Use location performance data to match successful owners with franchisees who need mentoring.
- View real-time tracking and analytics across every location in a single dashboard.
- Retain unlimited data to keep an eye on long-term success and trends.
- Centralize all data and insights in one platform that provides comprehensive tools and a 360-degree view so you stay connected and in-the-know.



# Tip 02

## Standardize to maintain consistency.

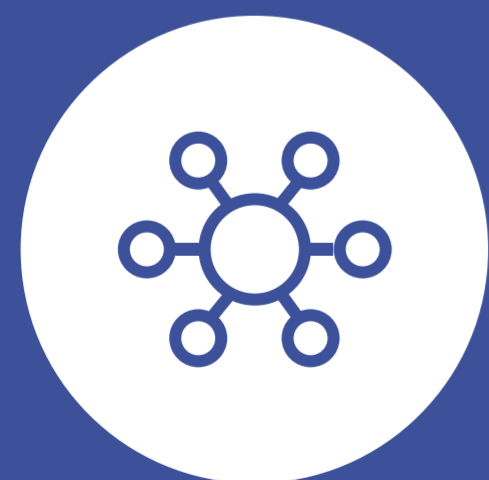
Delivering a consistent customer experience often takes more than a good operations manual.

### ⚠️ Potential roadblocks:

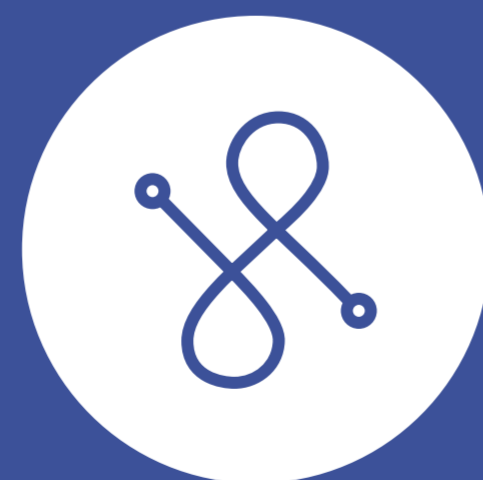
- ❓ Some franchisees may not know how important consistent customer experiences are to business success and the brand as a whole.
- ✖️ Some franchise owners may not be rule-followers — they'll want to do things their way.

### Standardization is especially vital in franchises.

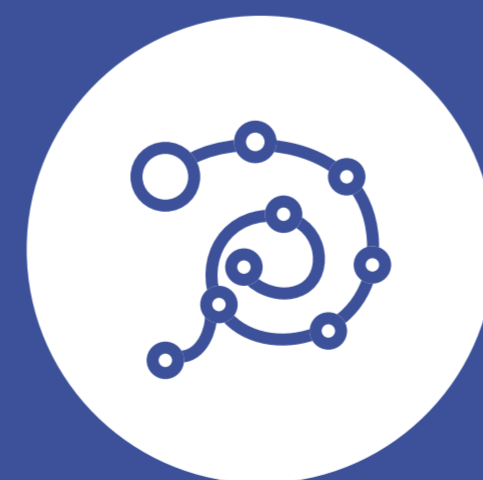
An inconsistent customer experience at one franchise location has the potential to damage the franchisor's central brand and ripple through your whole enterprise.



Successful franchisor brand



Decreasing adherence to standardization



Inconsistent customer experience and brand damage



65% of consumers say a positive brand experience is more influential than advertising, according to PwC.<sup>1</sup>

## Tip 02 Standardize to maintain consistency.

### 💡 Ideas that work:

Share why a predictable customer experience matters so much. Consistently communicate with franchisees by using these tactics:

- 🔔 Digital newsletters with reminders for simple ways to build consistency.
- + Case studies highlighting franchisees who are benefiting from standardization.
- ✉️ Quick-hit emails about pitfalls in standardization — areas where it's easy to let consistency slide.

### How Hub by Thryv and Thryv can help:

- Use Thryv's custom account templates to help ensure that every one of your locations has the tools to provide the experience you — and your customers — expect.
- Build your brand and conveniently control your business's messaging — like marketing emails and appointment confirmations — all from one place with Hub by Thryv.
- Ensure messages, calendars, payments, reviews and more are handled the same way at each franchise location through the Thryv platform.
- Maintain consistency even as your business evolves, with quick and simple software updates across locations.



# Tip 03

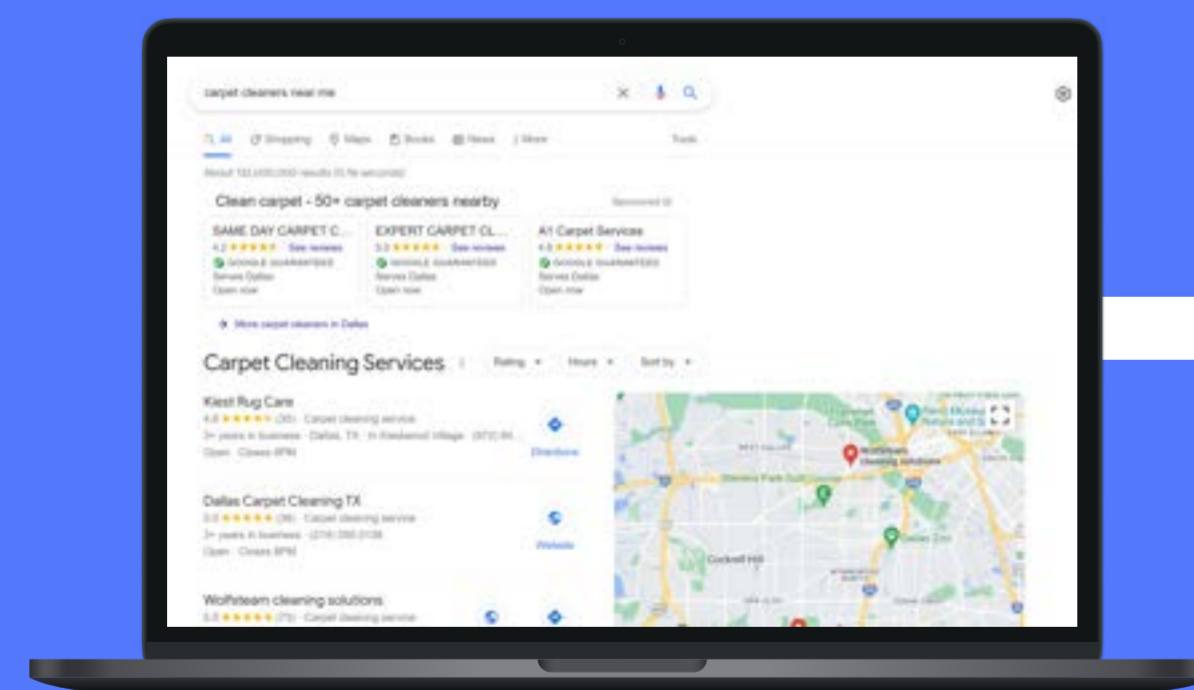
## Help owners become more digitally savvy.

Today's customer experience begins online. The right digital tools get that experience off on the right foot to drive business to you.

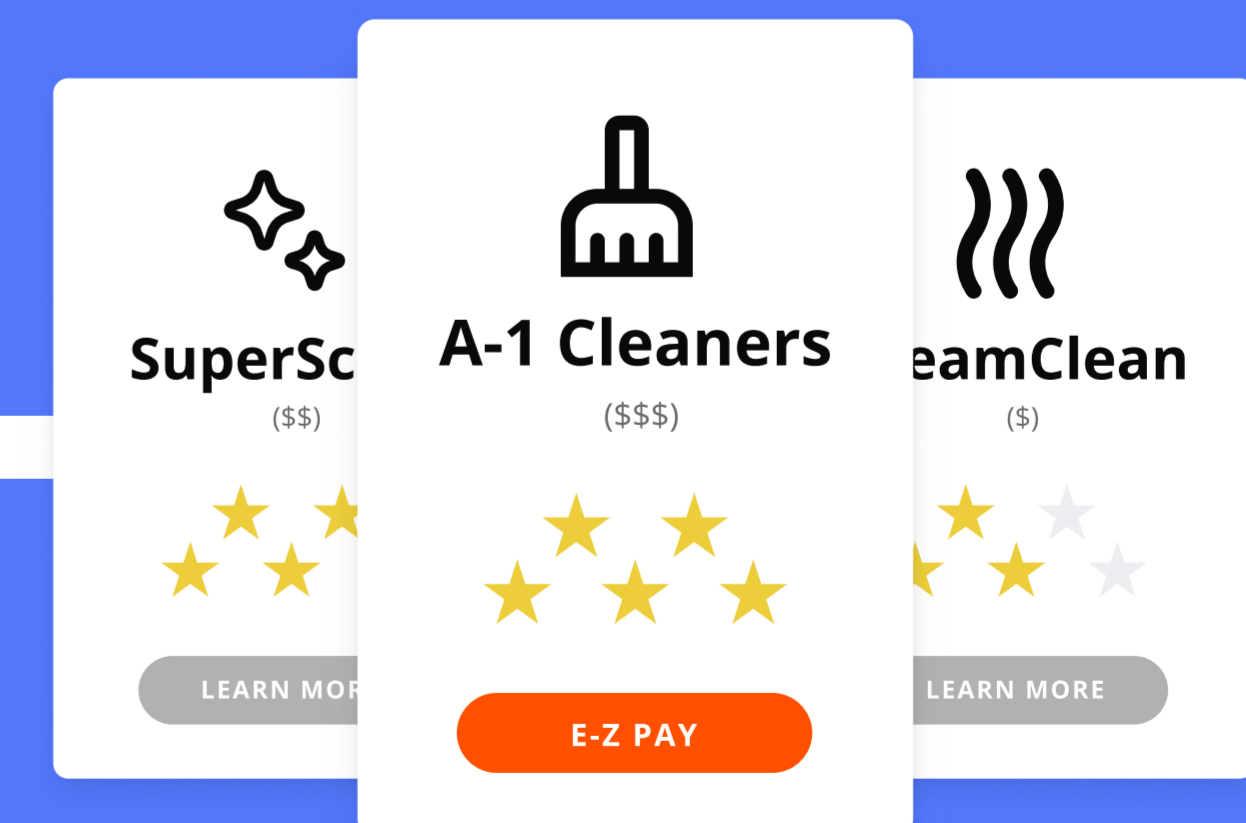
### ⚠️ Potential roadblocks:

- ❓ Many franchise owners may not understand that the digital experience is part of the customer experience.
- 🌐 Franchisees need the right digital tools to satisfy customer demands.

## Today's buyer



93%  
of consumers  
use the internet  
to find a local  
business.<sup>2</sup>






- Uses the internet to solve problems
- Searches to find solutions to purchase

- Compares brands to find the best value
- Wants to make paying easy
- Reads online reviews for products and services





## Tip 03 Help owners become more digitally savvy.

### Ideas that work:

#### Engage online.

-  Create online listings designed to be noticed.
-  Earn trust with customer reviews.
-  Stay relevant with timely communications.

### How Hub by Thryv and Thryv can help:

-  Automate tasks and put customers at the center of your franchisees' business with the secure, easy-to-use Thryv platform.
-  Gain visibility into all your locations and enterprise with Hub by Thryv, which is built on top of Thryv's powerful, end-to-end client experience platform.
-  Give franchisees access to view jobs, messages, appointments, payment reviews and more.
-  Always know where the business stands — for you and your franchisees — with a powerful dashboard and instant notifications.





# Tip 04

## Keep tabs on steady growth with regular pipeline reporting.

You need visibility into each location's leads to help franchisees continue growing.



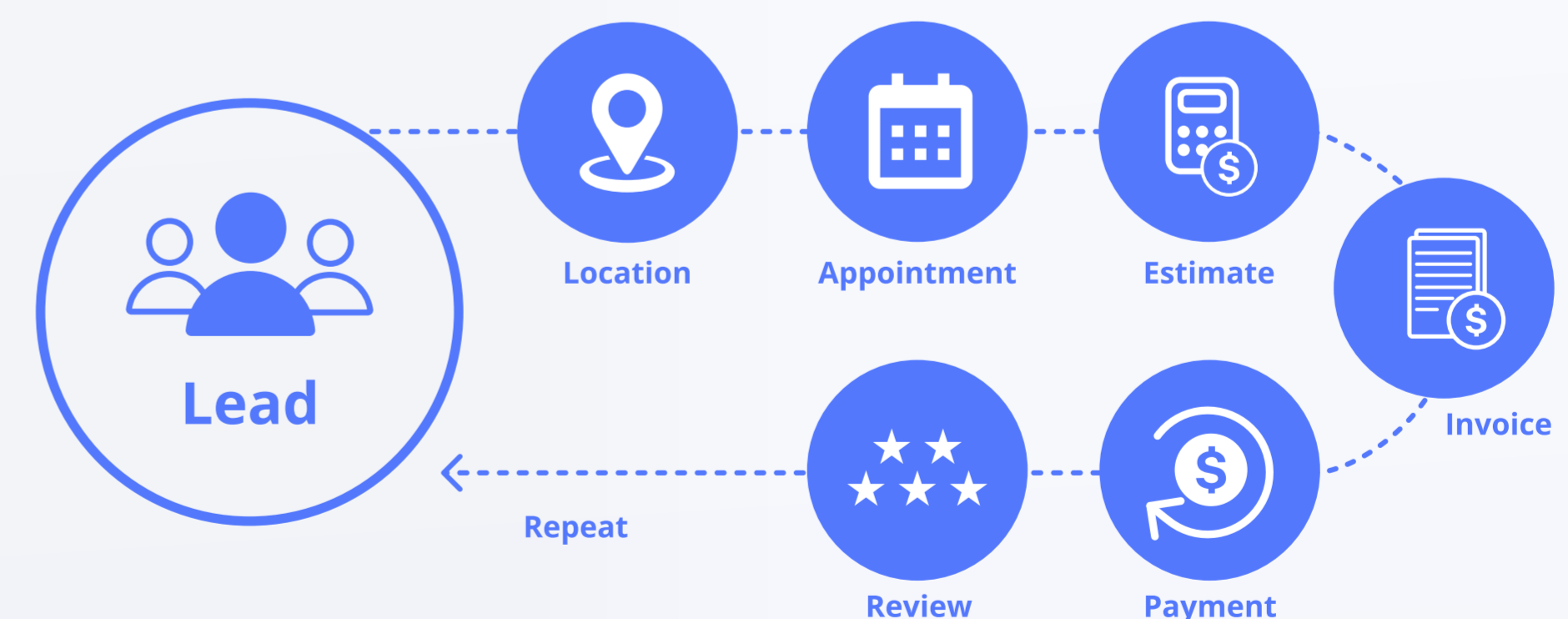
The economic output of service-based franchises is expected to reach nearly **\$195 billion in 2021**.

### ⚠️ Potential roadblocks:

- 👁️ If you can't see which franchise locations have a steady flow of new business, you can't identify which ones are growing and which ones need help building their pipeline.
- 🕒 Managing a pipeline takes time — a challenge for many franchisees.
- ❓ Inexperienced franchisees may not understand how vital a pipeline is or how to develop one.

### Your franchise locations rely on a pipeline of new customers to grow.

To keep that pipeline flowing, you need to know which locations have a steady stream of new customers and which ones are struggling to build leads.



## Tip 04

Keep tabs on steady growth with regular pipeline reporting.

### 💡 Ideas that work:

Have franchisees submit pipeline reports via a spreadsheet.

- 📄 Review the sheet every two weeks.
- 📞 Conduct one-on-one weekly update calls with franchisees until they have a stable pipeline.
- 📅 Maintain contact monthly to help ensure the flow of new customers stays strong.

### How Hub by Thryv and Thryv can help:

- Keep all your leads in one place and automatically route them to the best location with Hub by Thryv's Lead Router. Give successful managers access to additional leads.
- Use Hub by Thryv to monitor and manage your new-business pipeline for everyone's success.
- Enable franchisees to manage customer appointments and interactions with Thryv.
- Set up reminders to reduce no-shows and generate repeat business.
- Turn leads into customers by processing payments when booking or during/after appointments.



# Tip 05

## Be proactive with current and prospective franchisees.

You need to grow with confidence. But as you add franchises, staying on top of issues at each location can get tough.

### ⚠️ Potential roadblocks:

- 🗨️ Word of mouth can spread information that some locations are not successful.
- ❓ It may not be clear to prospective franchisees or customers that more locations are opening.
- 🗣️ It can be hard to have difficult conversations with franchisees who are underperforming.
- 👁️ Prospective franchisees need to see they are buying into a successful company.

### Adding locations doesn't have to mean spreading yourself too thin among franchisees.

Active communication helps you maintain strong connections across your enterprise, from your first franchise to your most recently opened one.



## Tip 05 Be proactive with current and prospective franchisees.

### 💡 Ideas that work:

#### Communicate early and often with franchisees.

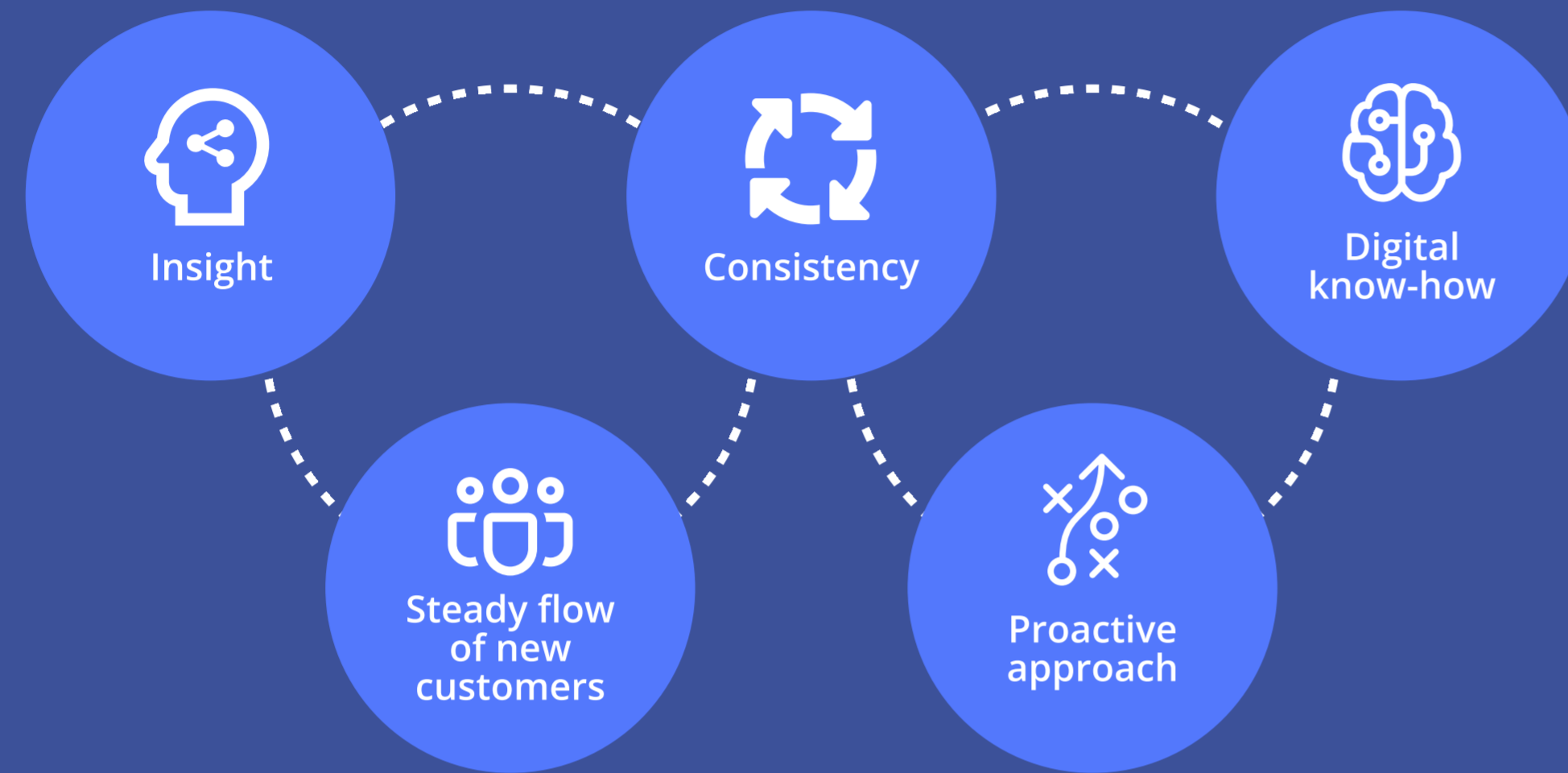
- 🗨️ Don't shy away from difficult conversations: Highlight issues right away to help a franchise get back on track.
- 🔍 Identify poor performance as soon as possible so you can offer support and mentoring.
- 📊 Actively share information with prospective franchise owners, so they understand you are growing, and they can be a part of that success.

### How Hub by Thryv and Thryv can help:

- Scale your multi-location business. Attract, onboard and manage 500+ locations with Hub by Thryv.
- Keep tabs on your entire enterprise and individual locations all in one place.
- Leverage all of Thryv's essential features for your locations, integrate easily with apps you already use and take advantage of 24/7 support from the Hub by Thryv team.
- Maximize your business software ROI with Hub by Thryv's multi-location discounts.
- Start now. Hub by Thryv can have you up and running as quickly as two weeks with a turnkey system.



# Accelerating your success in service-based franchising takes:

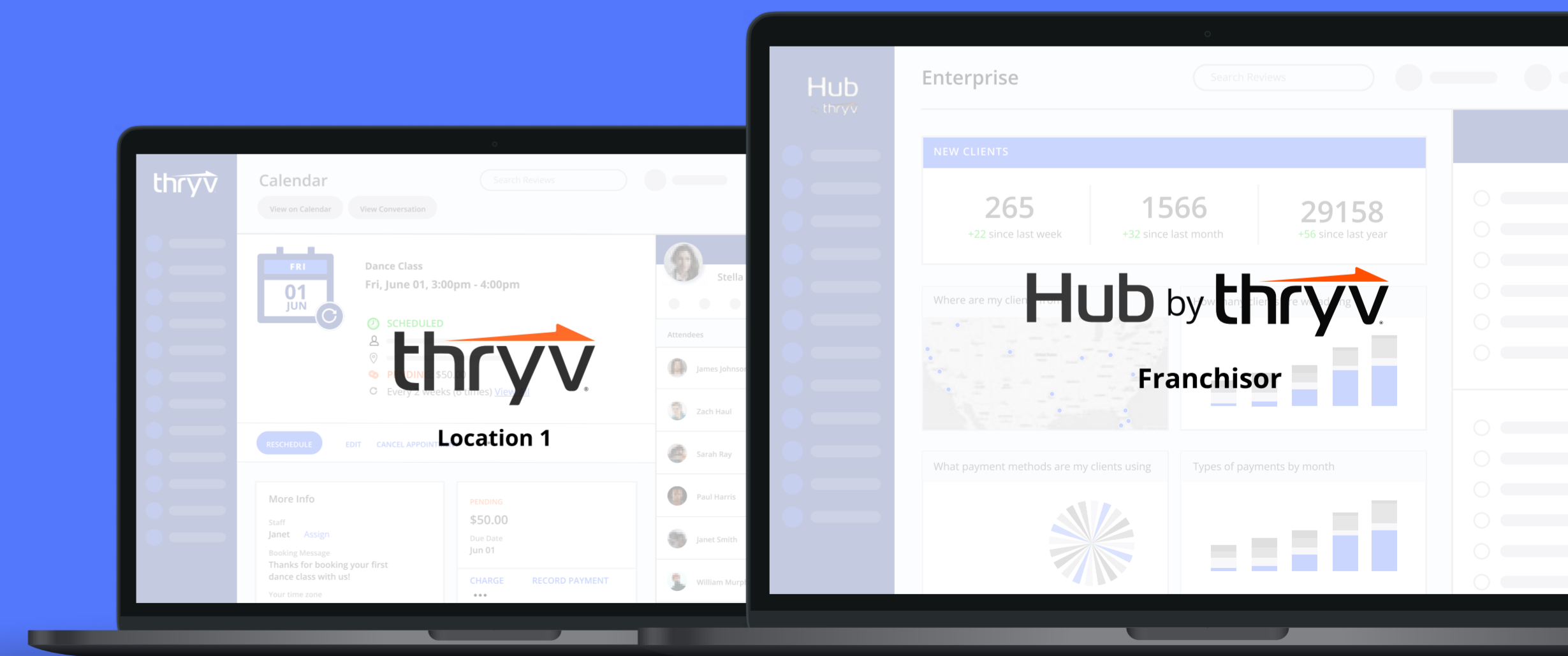


## You need to:

- ✓ Use insight from your franchise locations to help drive success.
- ✓ Standardize to maintain consistency.
- ✓ Keep tabs on steady growth with regular pipeline reporting.
- ✓ Help owners become more digitally savvy.
- ✓ Be proactive with current and prospective franchisees.

Hub by Thryv and Thryv support your drive for more locations and success with turnkey software solutions tailored to your business.

From one place, you can manage your entire enterprise and see what's happening at individual locations. At the same time, franchisees have the tools they need to deliver a high-quality, consistent experience that keeps customers coming back and locations growing.



# Scale your multi-location business or franchise with Hub by Thryv.

Contact a Hub by Thryv franchising expert for more details and a free demo.

TALK TO A FRANCHISING EXPERT



<sup>1</sup> Puthiyamadam, Tom and Reyes, Jose. "Experience is everything: Here's how to get it right." PwC. 2018.

<https://www.pwc.com/us/en/zz-test/assets/pwc-consumer-intelligence-series-customer-experience.pdf> (accessed August 27, 2021).

<sup>2</sup> Murphy, Rosie. Local Consumer Review Survey 2020. December 9, 2020. <https://www.brightlocal.com/research/local-consumer-review-survey/> (accessed August 5, 2021).

<sup>3</sup> "International Franchise Association 2021 Economic Outlook for Franchising." FRANdata. February 18, 2021.

<https://www.franchise.org/franchise-information/franchise-business-outlook/franchise-business-economic-outlook-2021> (accessed August 27, 2021).