



FRANCHISE CUSTOMER EXPERIENCE CERTIFICATION

Love Your Brand



A unique
certification
for franchised
brands

Connect
franchisee
and consumer
experience
to franchisee
profitability

Get expert
resources to
grow faster





It's been said
that in building
great brands,
experience is
everything.

A UNIQUE CERTIFICATION FOR FRANCHISED BRANDS:

- Objectively assesses how a brand connects their customer experience (consumer and franchisee) with higher franchisee profitability
- Franchised brands can promote their achievement and get expert resources to grow faster by improving the customer experience

OUR VISION

Become franchising's trusted resource for driving franchisee profitability through improved customer experience

OUR MISSION

Celebrate and support franchised brands that are driving franchisee profitability through an improved consumer and franchisee experience



THE PROBLEM

300

Average number of new
franchise brands, yearly

International Franchise Association

84%

Franchise Brands with
fewer than 100 units

International Franchise Association

THE OPPORTUNITY

2x

Brands with higher CX scores experience double the revenue growth of their peers

McKinsey

6.7%

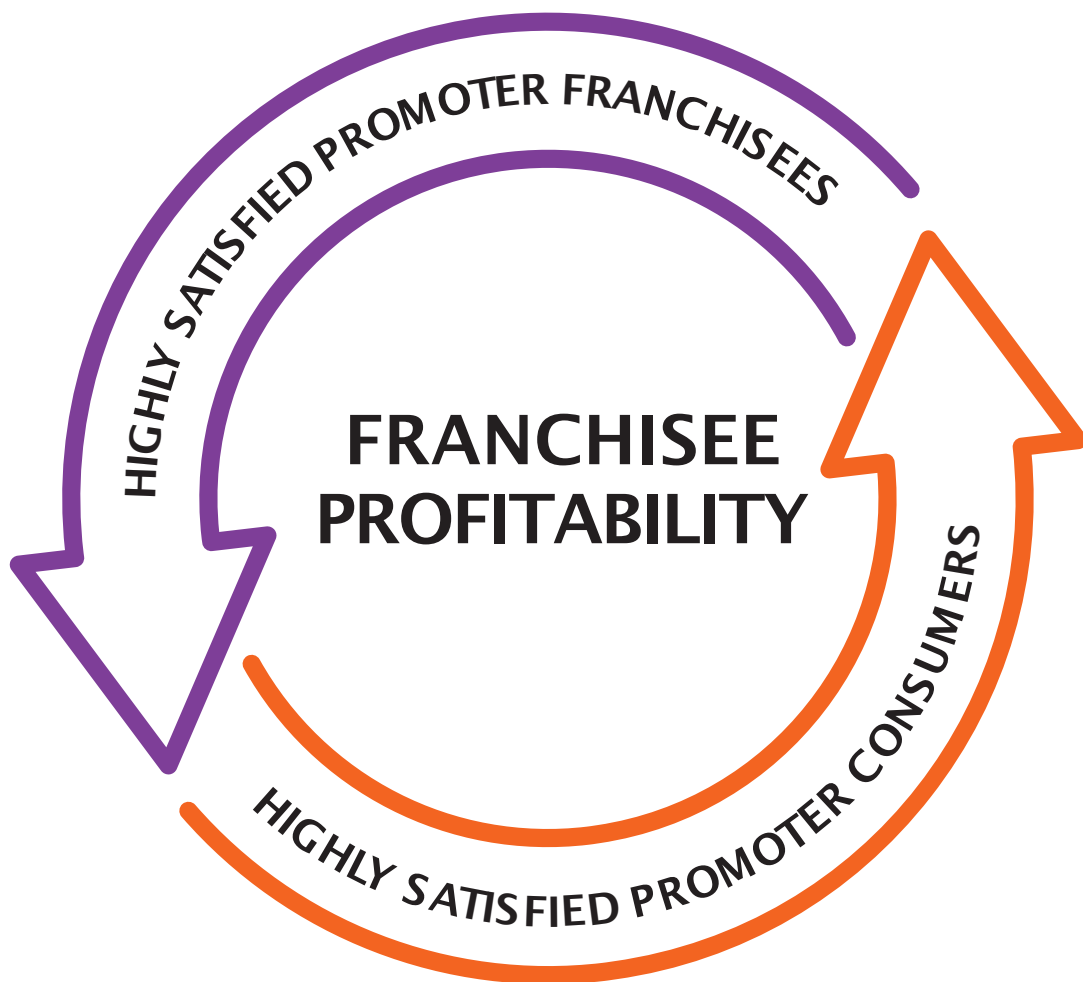
Average brand revenue at risk due to poor customer experiences

Qualtrics 2023 Global Consumer Study

WE BELIEVE

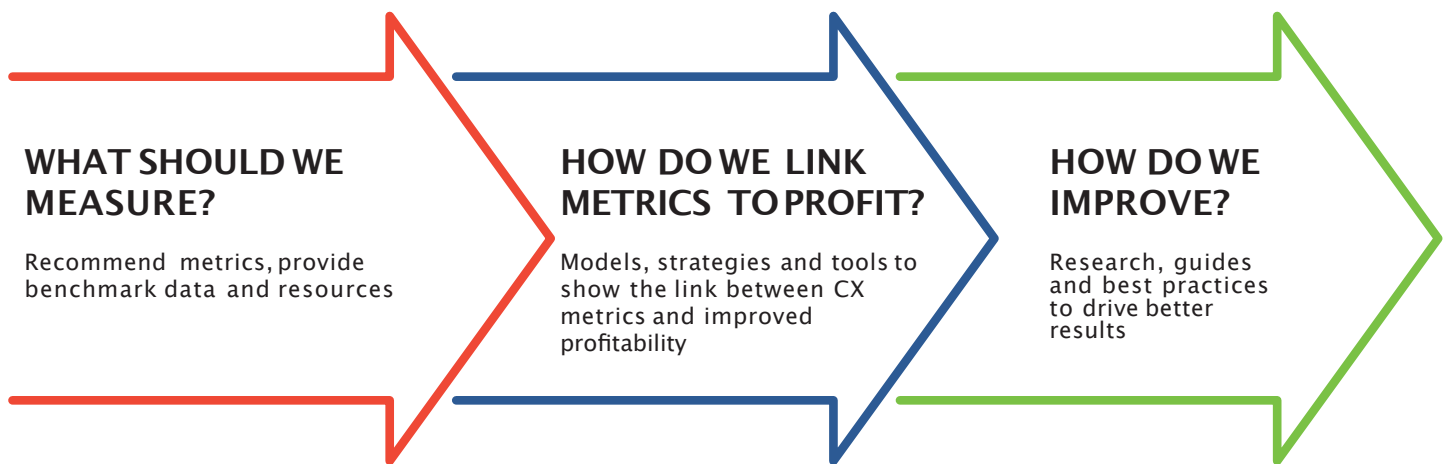
Franchisee profitability is the fuel for systemwide growth

Franchisee profitability is most effectively improved as highly satisfied franchisees create highly satisfied consumers



OUR GOAL

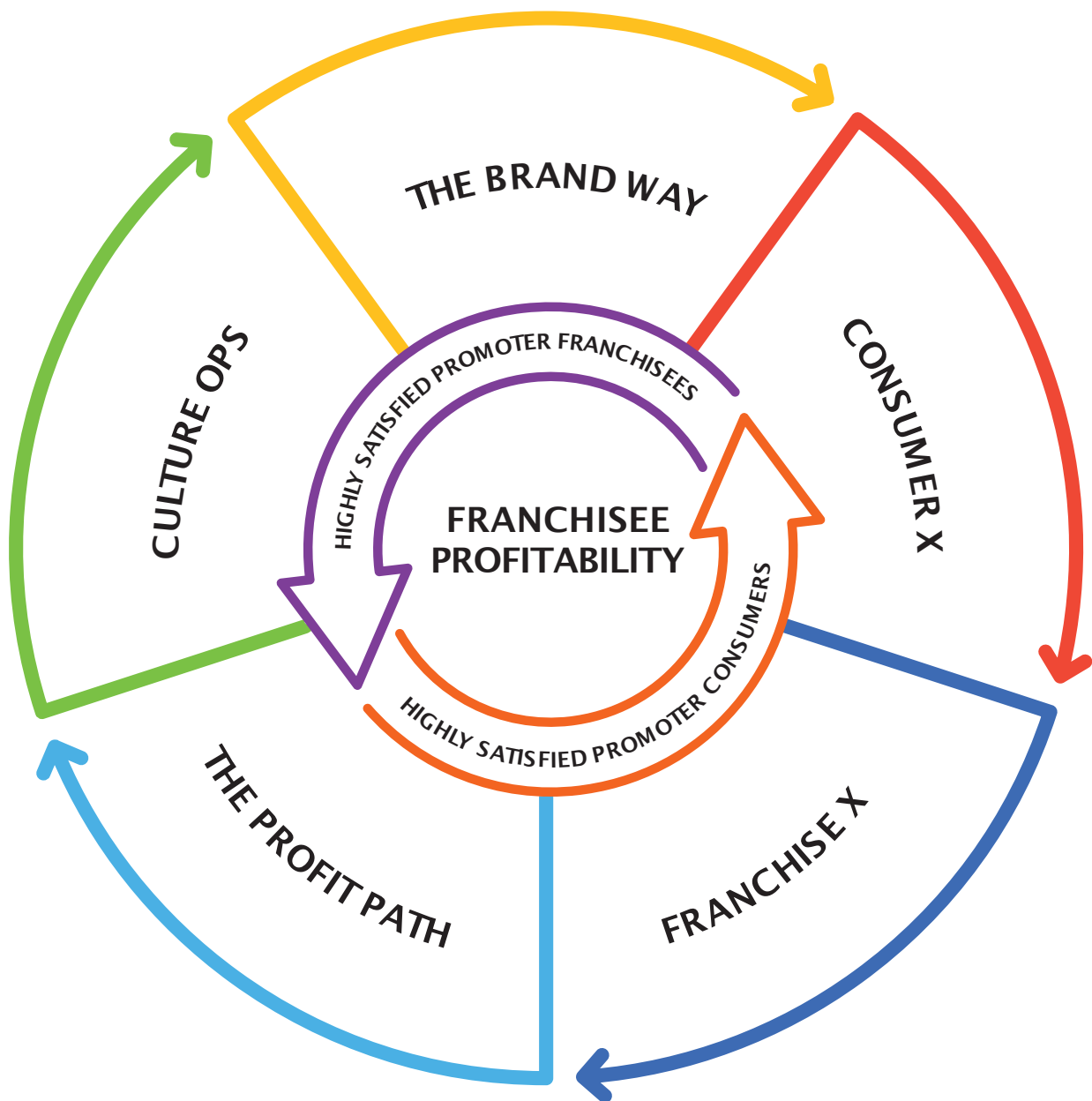
To answer three critical questions for a franchisor as they prioritize efforts and investments to drive profitability through customer experience



See how do we do that

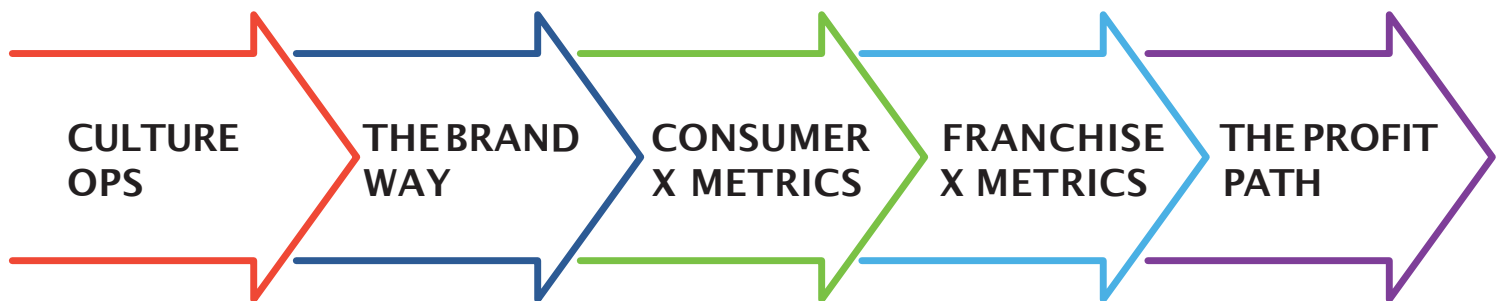
OUR MODEL

Outstanding franchisee and consumer experience is driven by continuous improvement in Five Pillars of Success



OUR MODEL

The most effective 32 metrics and best practices that drive franchisee profitability through CX



- Clear purpose of why brand exists
- Mission + Vision defined
- Core Values in practice
- Mission and Core Values in marketing and CX process
- Franchisees engaged
- Measure franchise metrics on trust and vision of brand's leadership team
- Brand employee metrics and evaluation on Core Values
- Mission, Vision and Core Values in hiring process
- FSC leader accountable for brand metrics

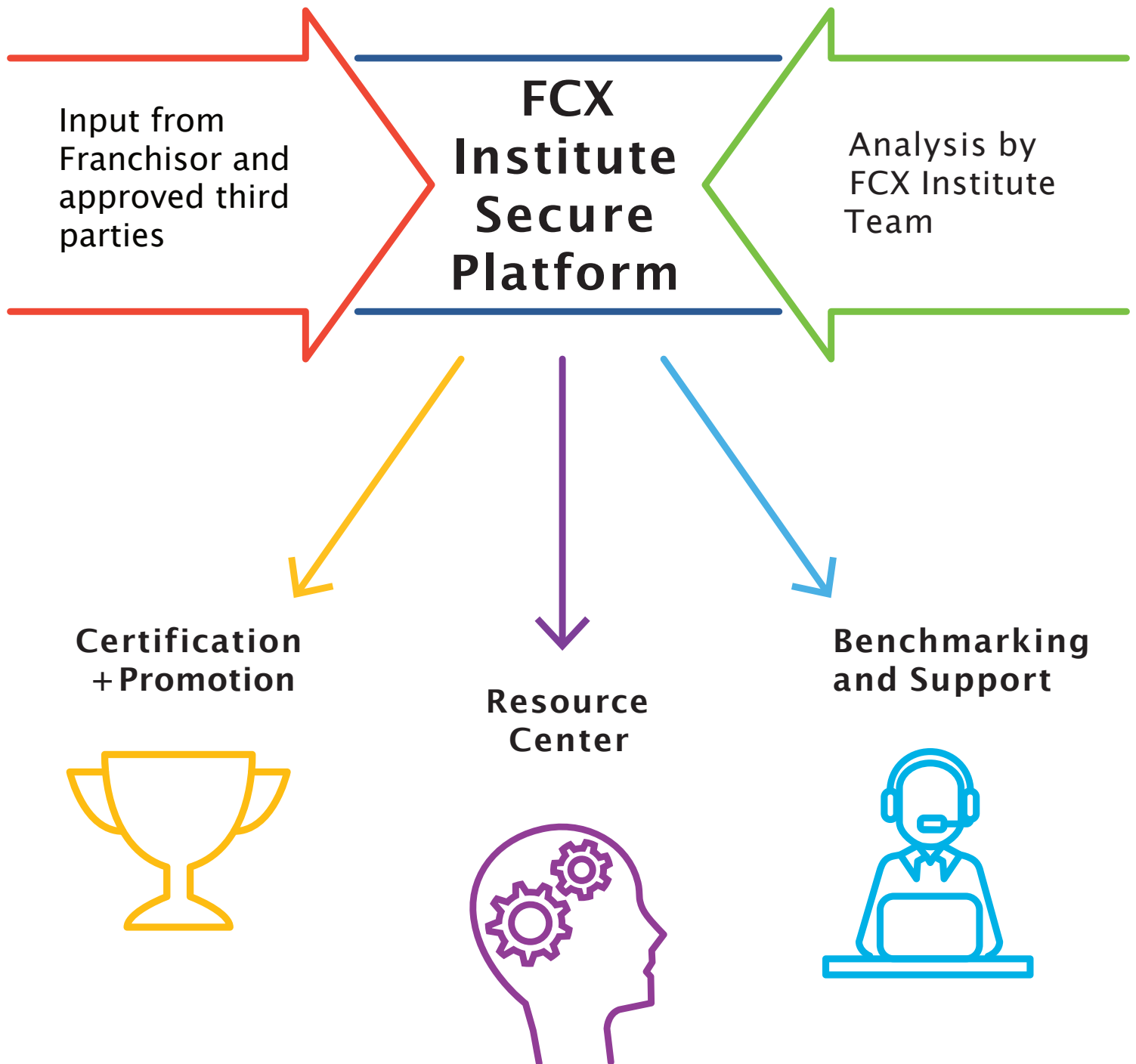
- Define The Brand Way for selling, converting and serving customers and franchisees
- Define customer and franchisee expectations
- Measure and improve consistency of key delivery systems
- Define customer and franchisee prospect personas
- Train the customer service delivery process and The Brand Way
- Align customer expectations in marketing with The Brand Way

- Measure guest satisfaction of at of consumers, monthly
- Social media and web monitoring, engagement and sentiment score
- Online review monitoring, response rate and score by unit and brand
- Competitive benchmarking of key customer metrics
- Method to identify and reward customer loyalty
- Data collection (first and 3rd party) to develop predictive satisfaction and loyalty models
- 1-Click access for Franchisees to their unit(s) key metrics and transparent peer benchmarking

- Survey franchisees at least annually with 80% participation
- FSC Ops/Business Coach with at least one annual in-person visit
- Department leaders in key functional areas to respond and lead improvement from survey response
- Annual convention, franchisee gathering with 80%+ participation
- Franchise Advisory Council: meets at least 2x yearly, solicits input and reports out to franchisees

- Defined Profit Path (from startup to break-even to multi-unit, linked to CX)
- Defined process, COA and key metrics for franchisee profitability Measurement of of franchisee profit annually
- Predictive CX platform to model value outcomes (revenue, loyalty, cost to serve, ROI of CX investments)
- Share franchisee profit metrics within the system, transparently
- Recognize and celebrate franchisee profitability through CX

HOW IT WORKS



CERTIFICATION

WHAT DO YOU GET?

- Franchise CX Index (brand benchmarking)
- Executive Report, including gap analysis for improving metrics and practices
- Access to Franchise CX Institute resources, tools and best practices to drive growth
- CFE Credits
- Virtual Coaching Sessions
- Presentation of report to client Leadership Team
- Franchisee Workshop (based on your report)
- Marketing Kit for promoting Certification
- Monthly Newsletter





FRANCHISE CUSTOMER EXPERIENCE CERTIFICATION

Love Your Brand

HIGHER FRANCHISEE PROFITABILITY

Leverage data and best practices for improving brand, franchisee and consumer financial outcomes – the win/win/win of superior CX

FASTER UNIT GROWTH

Validation of differentiated and superior experience for franchisees and consumers. Opportunity to promote in Consumer and FranDev marketing – and drive expansion with existing franchisees

TOOLS FOR BETTER TRAINING

Get exclusive access to the Franchise Customer Experience Resource Center with 100+ research, tools and benchmarking to prioritize training and operations coaching

CATEGORY LEADERSHIP

Quantify and designate the brand's commitment to superior consumer and franchisee outcomes

SUPPORT FRANCHISING

Promotes positive franchising to regulators, the media and others, while creating learning content that raises the game across franchising



FRANCHISE CUSTOMER
EXPERIENCE CERTIFICATION

Let's Experience Together

Learn more and schedule your
free brand review

FranchiseCXCertification.com