

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



FranchiseCXCertification.com



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

Franchise Brands with fewer than 100 units

THE OPPORTUNITY

2X

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

McKinsey

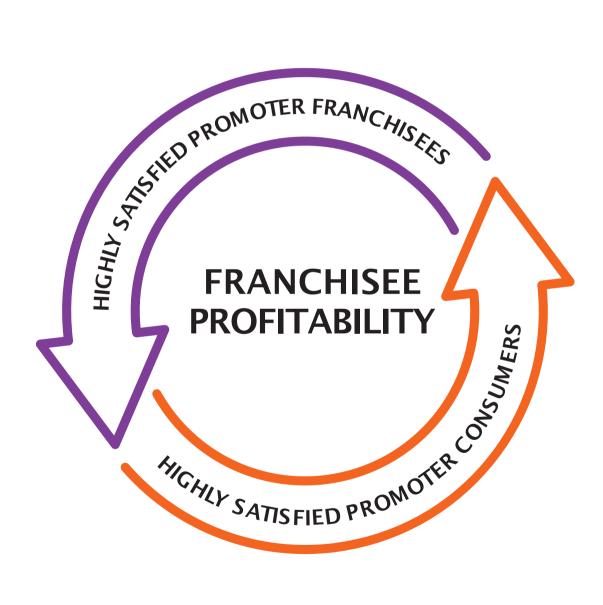
Average brand revenue at risk due to poor customer experiences

Qualtrics 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

WHAT SHOULD WE MEASURE?

Recommend metrics, provide benchmark data and resources

HOW DO WE LINK METRICS TO PROFIT?

Models, strategies and tools to show the link between CX metrics and improved profitability

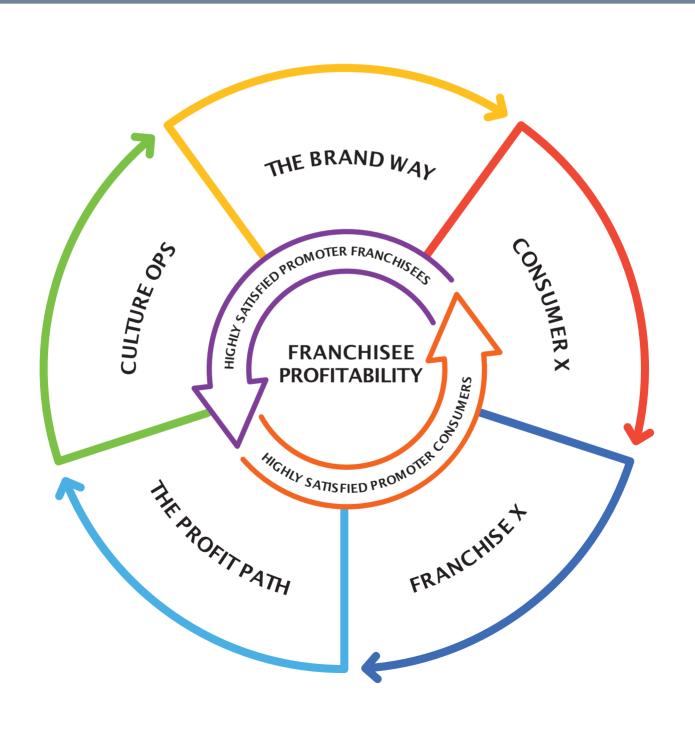
HOW DO WE IMPROVE?

Research, guides and best practices to drive better results

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

CULTURE OPS

THE BRAND WAY

CONSUMER X METRICS

FRANCHISE X METRICS

THE PROFIT PATH

- Clear Purpose of why brand exists
- Mission + Vision defined
- Core Values used in practice
- Mission and Core Values used in marketing and CX processes
- Franchisee
 Engagement
 measured and
 improved
- Franchisee feedback on leadership team: trust and vision
- Mission, Vision and Core Values used in hiring process
- Franchisor lead accountable for brand CX metrics

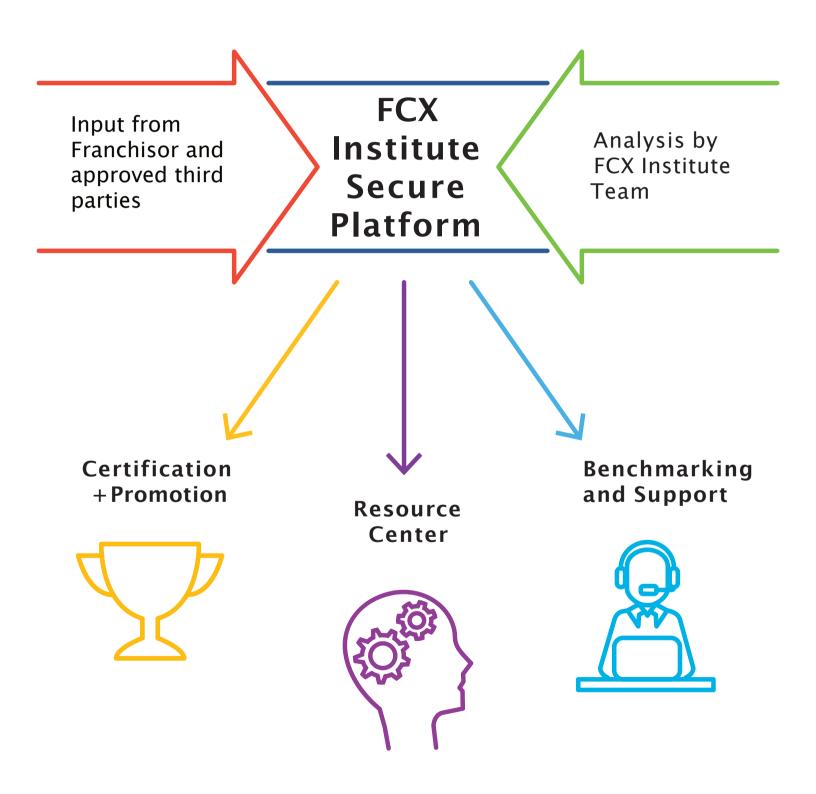
- Define The Brand Way for selling and serving consumers and franchisees
- Define consumer and franchisee expectations in marketing
- Measure and improve consistency of key delivery systems
- Define consumer and franchisee personas
- Train consumer service delivery process using The Brand Way
- Align consumer expectations in marketing with The Brand Way

- Measure consumer satisfaction and feedback at least monthly
- Social media and web monitoring, engagement and sentiment metrics
- Online review monitoring, response rate and metrics
- Competitive benchmarking of key consumer metrics
- Method to identify and reward consumer loyalty
- Data collection (first and thirdparty) to develop predictive satisfaction and loyalty models
- Franchisee access to benchmark their own and peer CX metrics

- Survey franchisees annually with 80%+ participation
- Business coach with at least 1 annual in person visit
- Process to review, respond and improve franchisee survey feedback
- Annual convention with 80%+ participation
- Franchisee
 Advisory Council:
 meets at least 2x
 yearly, gets input
 from and reports
 out to franchisees

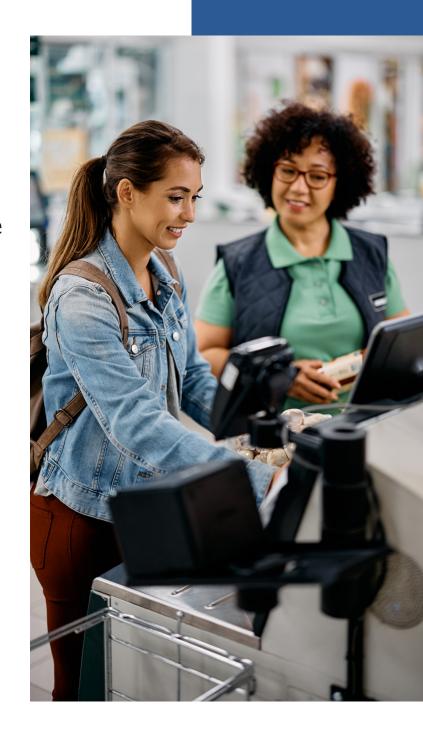
- Defined Profit Path (from start-up to multi-unit, linked to CX performance)
- Defined process, COA and key metrics for profitability
- Measurement of franchise profitability annually
- Predictive CX platform to model value outcomes (revenue, loyalty, cost to serve, ROI of CX investments)
- Share franchisee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

HOW ITWORKS



CERTIFICATION WHAT DO YOU GET?

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





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



Let's Experience Together

Learn more and schedule your free brand review

FranchiseCXCertification.com