

Can I make my Franchise even better?

You can with

Gather®



1



Understand how your franchisees represent your brand

Knowing how your customers are being treated, their experiences and perceptions at an honest and granular operational level will give you demonstrable competitive advantages.

2

Measure more than just financials

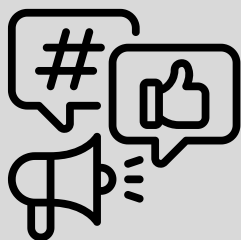
The vast majority of franchisors only oversee the success of their franchisees by finances. However, by measuring at an operational level, opens up a world of new opportunities for growth for any franchisor.



3

Social is not the only answer

Whilst social and peer review systems enable marketing, many don't like to publicise negative experiences, and if they do its going out to your customers. It also typically has a very low representation of your customer base. With Gather you can push positive responses to your social media, whilst keeping negative feedback confidential, all whilst obtaining better engagement.



4

Benchmark for success

Understand the strengths and weaknesses of your franchisee across a myriad of operational KPI's that you decide. By knowing who is doing this well, you can then roll out their approach and practices to other franchisees, and lift your entire enterprise and generate more revenue.



5

Enable them to express how they truly feel

Asking if your franchisees are happy with the support they receive is good, but its neither a measurement nor evidence. Equally many won't be truthful and others do not have the time to feel in large surveys, so the data received becomes skewed or even pointless. The Gather approach will help you understand easily.



6

Market your success and know where to improve. Both lead to greater revenue

Gather enables you to easily understand your organisation from an operational perspective across multiple KPI's and your franchisees. Giving you evidence of your success for marketing. Showing you where to improve and stronger relationships with your franchisees.

