

Vya Simplified Franchise Campaign Execution

HOW IT WORKS

1 Franchisor designs multi-touch campaign



2 The Vya Team loads campaign elements into the Vya system



3 Franchisees receive an email invitation to enroll in the campaign



4 The Vya Team fields franchisee support questions



5 Franchisor monitors enrollment participation dashboard (on-going)



6 Franchisees who have not yet enrolled automatically receive email reminders



7 Franchisor field team and/or The Vya Team uses impersonation to log in and assist struggling franchisees



8 ENROLLMENT. The Vya Team executes the campaign and fields on-going franchisee questions

