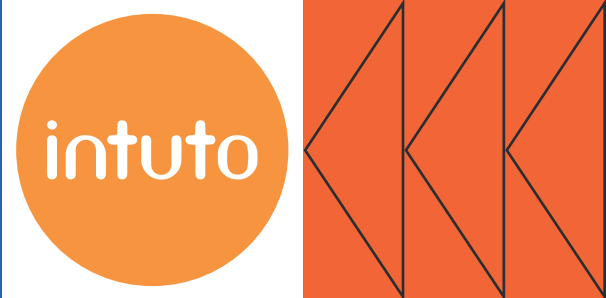


CASE STUDY

EDUCATING BUSINESS OWNERS ABOUT FRANCHISING WITH INTUTO

When the Franchise Association of New Zealand wanted to help business owners learn about and gauge their suitability for franchising, Intuto was chosen as the online training platform.



FANZ
FRANCHISE ASSOCIATION
OF NEW ZEALAND

Background

According to the 2017 Franchising New Zealand survey, New Zealand is served by around 630 franchise brands with 37,000 franchisees, giving NZ the highest proportion of franchises per capita in the world.

The Franchise Association of New Zealand Inc. (FANZ) is the peak body representing the franchising community at government and other industry forums. Members of the Franchise Association are the franchise professionals, committed to upholding 'Best Practice in Franchising', and the Association works hard to promote the benefits of dealing with members, both for those looking to purchase a franchise and also those seeking professional advice.

Franchisee Pre-entry Online Education Programme

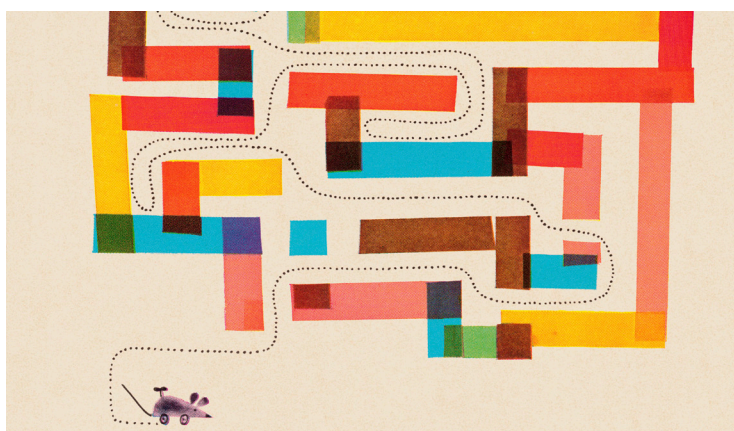
As part of its commitment to serving the wider franchise community, FANZ offers a free Franchisee Pre-entry Online Education Programme. The goal of the programme is to help business owners better understand franchising, gauge their suitability for franchising and learn what they need to consider when evaluating the purchase of a franchise opportunity. This programme, which has been authored by industry experts, is made up of 5 online modules. Each module contains numerous mixed media resources and a quiz to test participants' understanding of the content and concepts.

intuto.com

Intuto, the training platform of choice for 1000's of people each year.

The Challenge

The online programme had originally been developed to run inside of the Moodle online training platform. However, as the programme has grown in popularity a number of additional requirements became clear. In particular, FANZ administrators wanted to reduce support calls from participants, gain better reporting of participant progress and have the ability to issue certificates to participants upon successful completion of each module.



Solution

As part of a drive to refresh the online programme and address some of the shortcomings of the Moodle platform, FANZ evaluated Intuto. Intuto's ease of use, coupled with the support service offered alongside the platform, is designed to reduce support queries. Online accessible real-time reporting provides insights into participant engagement with the content. Finally, immediately upon completion of the programme Intuto automatically emails participants a branded certificate of completion.

Key benefits to FANZ

- **Add value to the industry**
- **Save time on support**
- **Increase transparency of engagement**



Results

As a result of prominent placement on the FANZ website and co-promotion from several franchises and industry suppliers, on average, 14 new people begin the programme every week. Furthermore, support enquires have significantly fallen, freeing up FANZ staff to work on other projects.

Want to find out more?

To find out more about the Franchise Association of NZ go to www.franchiseassociation.org.nz

Email support@intuto.com or visit
intuto.com

