



6 Ways to Take Your Franchise to the Next Level

As we enter the second half of 2016, now is the time to reflect on your franchise's growth trajectory. For many, consistent growth in sales, number of locations and customer base has taken place, however, with growth, comes more opportunity for inconsistencies and stress. As you head into the remainder of 2016 and look ahead to 2017, here are six ways for franchises to take their business to the next level.

1 Brand Consistency:

When a franchisee purchases a franchise, he or she is buying into a brand. Buying into its success, buying into its structure and buying in to its marketing direction. At times, however, maintaining consistency between each location can be challenging, as it is impossible for a franchisor to be at each location every day to help set and maintain brand expectations.

Maintaining and strengthening brand identity, though sometimes difficult, is vital to franchise success. If the brand message is not consistent between units, the message can become confusing to consumers. Continuity between units, however, allows the message to be easily understood by the target audience, no matter what location they visit at any given time. In order to achieve this type of continuity, field operations team members can conduct audits on a regular basis to track performance and uncover inefficiencies.

2 Staying Current with Technology:

Franchise productivity and success can often be directly tied to an organization's ability to execute on its goals and strategy. As a franchise grows, being effective becomes more and more difficult. Using technology can help maximize productivity and create efficiencies to manage operations, processes and marketing.

Franchise operations management software allows franchisors to develop, manage and support its network of multi-unit locations with easy-to-use mobile accessibility. By engaging in this type of technology, franchisors and franchisees can spend more time on strategy and building sales, versus navigating antiquated systems.

3 Strong Operations:

Once a franchisee signs an agreement to open its own location, a relationship between the franchisor and franchisee officially begins. An experienced operations department must go to work to train, support and lead the franchisee to the path of success.

Without a strong franchise operation, growing the brand may have many obstacles. By having processes in place, including a comprehensive operations manual that can be accessed online, a way to communicate and measure performance and a tool to engage with your field operations team and the franchisee, the company can support new and existing franchisees.

4 Make Customer Service a Priority:

It's no surprise that customer service is one of the most important aspects of growing a franchise. Franchisors should always highlight customer service importance to franchisees as a way to build sales and establish loyal customers. First impressions mean everything, so at all times, franchisees should be providing customers with an experience that garners repeat visits.

To help support franchisees with customer service, franchisors should provide the tools and training necessary for franchisees to manage customer service issues as they arise on the local level. No matter the issue, it is important that all concerns are taken seriously and handled with utmost importance.

5 Communicate, Communicate, Communicate:

Being a small business owner can be challenging, which is why so many entrepreneurs choose to become part of a franchise system. Not only are they buying into a brand, they also have access to other owners and a corporate support team who have been through all the ups and downs of business ownership.

The key to cultivating a relationship between franchisor and franchisee is communication. By sending ongoing email communication, holding face-to-face visits and providing a technology platform for franchisees to communicate with company leaders, there are more opportunities to provide support, and ultimately, grow the business.

6 Ongoing Training is Key:

When owning a franchise, training is essential to the success of that specific location. It's important for franchisors to offer a comprehensive training program for new owners, as well as offer ongoing educational and training opportunities to help further educate the franchise base post-opening on new initiatives or provide refreshers on materials that may have gotten lost along the way.

With fast-growing franchises, it is important to use video and visual technologies to provide this training. These tools allow franchisees and their employees to access important information from any device and allows the franchisor to track the effectiveness of training via reports.

About Naranga

Naranga, an enterprise technology company dedicated to increasing multi-unit growth, provides mobile-centric software solutions to manage franchise, retail and hospitality operating systems. Created by a successful multi-unit entrepreneur, Naranga's configurable platform enhances overall operations management, lead gen deployment and more. Headquartered in Atlanta, Naranga's dynamic enterprise platform, including franchise sales and marketing automation solution eMaximation, is designed to serve the smallest of multi-unit businesses to 1000 locations or more.

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