



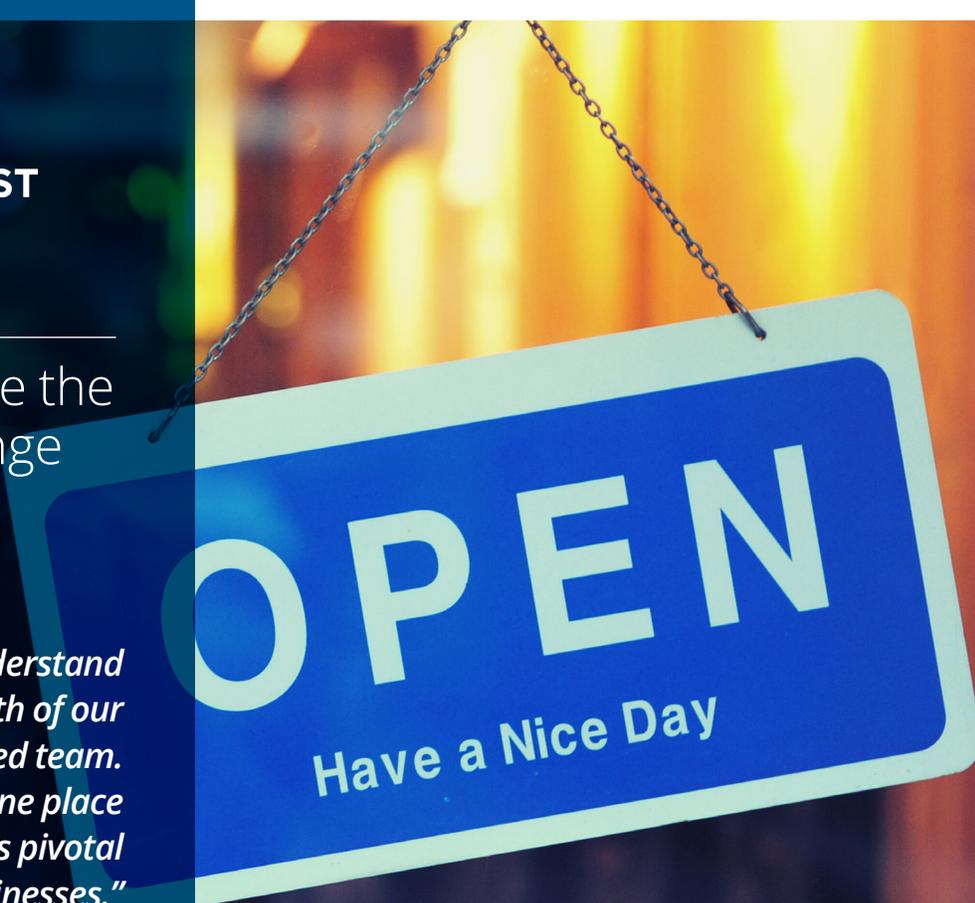
FRANCHISEBLAST

CASE STUDY

Three Brands Face the COVID-19 Challenge

"We needed to understand the financial health of our franchisees with a reduced team. Having all of the data in one place helps us focus on what is pivotal to our businesses."

- Bill DiPaola, Ballard Brands



OPEN

Have a Nice Day

THE CHALLENGE

Franchisors are doing the best they can to navigate the shock of the coronavirus outbreak, including the Social Distancing and the Stay-at-Home measures that go along with it.

As the economy reopens, each franchise is in a unique place. As a result, there is no one-size-fits-all solution.

Instead, franchisors are looking for a solution that will fit the specific needs of their industry, brand, regions and corporate culture.

FOR MORE INFORMATION, CONTACT US



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THE SOLUTION

Issue: The global pandemic has affected franchise operations heavily. How does a franchisor pivot into a new world where travel restrictions limit or even prohibit onsite visits?

Resolution: Using a digital checklist and running the visit virtually could be the answer.

Issue: The plans that the franchisees are making with their coaches are heavily impacted by their gut feelings, when emotions are running high, and the data that they gather is ad-hoc in nature. How can you maintain control?

Resolution: Having a Franchisee Scorecard, a single document that has all of the information on one page (sales, marketing, loyalty, controllable expenses, audits, etc.) could help.

Issue: You want to get your franchisees to work "on their business, not in their business" to help them survive. What can you do?

Resolution: Having a business plan, which you co-create, fosters change and motivation.

SEEING IS BELIEVING



Challenge

Data is distributed across several different software systems, so it is difficult to make meaningful and timely decisions.

Technology

Scorecards, Polling

Solution

Equip franchisees with an easy-to-digest view of each unit's Key Performance Indicators (KPIs) including financials, via scorecards and dashboards.

"We needed to understand the financial health of our franchisees with a reduced team," said Bill DiPaola, COO of Ballard Brands, PJ's parent company. "Having it all in one place helps us focus on what is pivotal to our businesses."



HARVEY'S

Challenge

Adding COVID-19-related safety equipment and signage to stores.

Technology

Polling

Solution

For the safety of their employees and guests, the restaurant created COVID-19 polls including signs encouraging Physical Distancing, Order and Pay Ahead options for takeout and drive-through and Open for Business signage.

The franchisor also asked for franchisees to include pictures of plexi-guards and floor markers. The pictures ensure that full accountability is in place.

"The polling has helped to ensure that there is a level of accountability in place while ensuring all standards are met," explained Michael Nault, Senior Director of Operations at Harvey's.

Avoid
Outbreaks

SELF-ASSESSMENTS

Get franchisees to fill out Self-Assessments to keep staff and customers safe in the face of COVID-19 and potential food borne illnesses.

Automate
Accountability

POLLING

Use franchise polling to receive important COVID-19 information back in a timely manner. Then get automated reports on whether procedures were followed.

Reduce
Overhead

SCORECARD

Use the scorecard, a single place of all information for a franchise to reduce operational overhead, while measuring performance between coach check-ins.



BLUE MOON ESTATE SALES

Challenge

Trying to bring the system to the next level, while coping with the pandemic.

Technology

Business Plans

Solution

Have an interactive business plan in a central location which the franchisor and franchisees build together. Franchisees are compelled to make regular check-ins, reporting on progress. That information is instantly accessible by their coach, and the rest of the franchisor team.

“We are excited about the capability of a centralized business planning tool so far,” said David Blue, Co-Founder of Blue Moon Estate Sales. “This will help us navigate the crisis, deepen our owner’s financial understanding, and relaunch stronger than ever.”

THE BENEFITS

- **Brand Consistency**
Ensure franchisees understand, respect and promote your brand.
- **Franchisee Engagement**
Encourage constructive feedback that leads to ongoing improvement.
- **System Compliance**
Catch non-compliance issues before they transform into costly liabilities.
- **Operational Efficiency**
Obtain real-time information and feedback on unit-level economics.

FranchiseBlast’s Scorecards, Franchisee Field Audit and Business Plan Apps empower franchisors to achieve brand consistency across locations. The apps can be used by the franchise business coaches during their field visits or directly by franchisees themselves via self-assessments. Our user-friendly tools are used by over 100 brands around the world.



Track
New
Procedures

PROJECTS

Use Projects to continue opening stores or to re-open them after the economy gets back to business.

Centralize
Information

STORE MANAGEMENT

Create a single, credible home base for information for your entire operation. Upload COVID-19-related documents.

Plan
for
Recovery

BUSINESS PLANS

Equip franchisees with business planning tools to co-create a way to get through this time and adjust to the new business environment.