

FRANCHISEE SCORECARDS

Understand Franchise KPIs At a Glance

AN EASY WAY TO COLLECT, COMBINE AND BENCHMARK DATA FROM DOZENS OF SOURCES AND TRANSFORM IT INTO INSIGHTS.

	Severity	Benchmark vs Group	Rank vs Last Period	Trend vs Last Period	Result
Key Performance Ratios					
Won Quote Ratio	●●●	8.88 % 5.28 %	#18 out of 66	▲ -3.63 % 2.27 %	64.77 %
Leads to Clicks Ratio	●●●	20.33 % 1.00 %	#10 out of 66	▲ 16.58 % 0.84 %	5.92 %
Won Quote to Lead Ratio	●●○	-15.65 % -6.87 %	#62 out of 66	▼ -18.11 % -8.19 %	37.02 %
Quote to Appointment Ratio	●●○	-10.54 % -9.52 %	#51 out of 66	▼ -16.39 % -15.83 %	80.74 %
Appointment to Lead Ratio	●○○	-13.40 % -10.95 %	#53 out of 66	▼ -5.48 % -4.11 %	70.78 %
Average Job Size	●○○	9.26 % \$100.98	#15 out of 66	0.00 % \$0.84	\$1,191.39
PPC to Sales Ratio	●○○	-60.02 % -5.92 %	#1 out of 66	▼ 3.01 % 0.12 %	3.95 %
Customer Satisfaction					
Online Review Average Rating	●●●	4.18 % 3.75 %	#3 out of 66	▼ -2.00 % -1.91 %	93.46 %
Internal Audit Score	●●○	14.19 % 11.33 %	#1 out of 66	▼ -3.01 % -2.83 %	91.22 %
Net Promoter Score	●●○	19.45 % 9.07	#13 out of 66	▼ -1.66 % -0.94	55.72
Mystery Shopper Score	●○○	13.50 % 11.47 %	#1 out of 66	▲ 0.73 % 0.70 %	96.45 %

AUTOMATE AND INTEGRATE

Our software engineers will work with you to automate the process as much as possible to ensure you can make data-driven decisions.

COACHING... NOT POLICING

Coaches can see where franchisees need guidance, and franchisor staff can identify opportunities for training and process improvement.

INSPIRE FRANCHISEE ENGAGEMENT

Encourage constructive feedback that leads to ongoing improvement resulting in better customer reviews down the line.

COACHES: FOCUS MORE ON YOUR FRANCHISEES

Know, at a glance, how franchisees in your region or training group are doing. Spending time sifting through data to determine where they need help is time you can't afford when you have so much on your plate. FranchiseBlast's Scorecards essentially are report cards for your franchisees, giving you insight into everything from Google reviews to food safety inspections (who knew you would one day be such a fan of report cards!) Easily see at a glance where they excel and where they need coaching.

	Severity 	Benchmark vs Group 	Rank vs Last Period	Trend vs Last Period 	Result
Sales					
Sales	●●●	7.71 % \$3,621.36	▼ -3 #4 out of 15	▼ -7.30 % (\$3,980.50)	\$50,564.80
Checks	●●○	8.27 % 9.48	▼ -4 #7 out of 15	▼ -11.56 % -16.22	124.05
Average Check Size	●●○	-0.52 % (\$0.07)	▲ +2 #9 out of 15	▲ 1.44 % \$0.19	\$13.15
% Online Orders	●●○	-9.91 % -1.11 %	#9 out of 15	▲ 5.43 % 0.52 %	10.09 %
Expenses					
% Labour Costs	●●○	5.34 % 1.61 %	▲ +8 #6 out of 15	▲ 18.60 % 4.98 %	31.75 %
% Food Costs	●●○	-5.58 % -1.68 %	▼ -5 #12 out of 15	▼ -8.38 % -2.60 %	28.41 %
Loyalty					
Google Review Score	●●○	14.53 % 0.39	#5 out of 15	▼ 0.00 % 0.00	3.10

**SCORECARDS
CAN BE USED
FOR: →**

**PERFOR-
MANCE
TRACKING**

**ADVANCED
TRAINING
MODULES**

**BRAND
REPUTATION
TRACKING**



**LEARN HOW YOU CAN BENEFIT FROM
SCORECARDS TODAY BY CONTACTING US!**

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