

## How to Conduct Post-Survey Outreach to the Franchisees

### Tips for Franchise Leaders for Effective Follow-up with Individual Franchisees

Once you've completed a franchisee satisfaction survey, schedule some one-on-one time with the franchisees who shared their name. Personal outreach by the executive team shows you're committed to listening, addressing concerns, and fostering a culture of openness and mutual respect.

It can also help you get more specific detail around areas of concern and opportunities for improvement that might not have been fully captured through survey responses alone. Plus, this type of personal interaction can strengthen the relationship with your franchisees and significantly impact franchisee satisfaction and engagement—a crucial element for long-term success of the franchise network.

### Tips for Making the Call a Success

- **Listen actively:** Allow the franchisee to share their thoughts without interruption and respond thoughtfully.
- **Be genuine:** Express genuine concern and interest in the franchisee's feedback and well-being.
- **Show empathy and understanding:** This is particularly important when discussing challenges or areas of concern, especially if the feedback is about a former team or issues that happened in the past that can't be resolved. The franchisee needs to be HEARD before they can move on.
- **Be clear and transparent:** Clarify any outstanding questions or concerns, and clearly identify the franchisee's key priorities. Set realistic expectations and time frames about what you can do and what might take longer to address. Transparency builds trust.
- **Commit to action:** Reinforce your commitment to taking action on the feedback and improving the franchisee experience. If you can't offer an immediate solution or next

step, commit to open communication about next steps and when they can expect to hear back on your progress.

To help you start the conversations, we've provided a script and checklist that you can personalize to create a constructive and positive conversation, and reinforce your partnership with the franchisees.

## **Checklist of Topics for the Call**

**Acknowledgment of Feedback:** Start by acknowledging the franchisee's participation and thanking them for their feedback.

### **✓ Specific Concerns**

Focus on discussing specific feedback provided by the franchisee, showing you've taken the time to understand their concerns.

### **✓ Solutions and Improvements**

Discuss potential solutions or opportunities for improvements. Be open to the franchisee's suggestions and consider their feasibility.

### **✓ Open Dialogue**

Encourage franchisees to share any additional feedback or concerns, showing that you value their input beyond the survey.

### **✓ Action Steps and Follow-Up**

Provide a brief overview of the next steps or any immediate actions that will be taken based on the feedback. Commit to following up and ongoing communication.

## **Call Scripts for Post-Survey Executive Outreach to Franchisees**

### **Introduction**

"I'm calling to personally thank you for taking the time to participate in our recent franchisee satisfaction survey. Your feedback is invaluable to us, and we take it very seriously."

*[Give an example of how the team is using it internally and any future next steps or initiatives you can share.]*

### **Discussing Feedback**

(Specifics from the survey you need to acknowledge or offer next steps.)

“Do you have a few minutes to talk about the feedback you shared on your survey and any concerns or suggestions you might have?”

“I want to acknowledge the concerns you raised about *[specific feedback topic]*. Can you tell me more about your experience with this and any thoughts or ideas you have around how we can improve?”

“Thank you for sharing that. It's important to us that we address these issues effectively.

*[Discuss any initial ideas for improvements or ask for the franchisee's input on potential solutions. Offer any potential opportunities to engage in working on solutions, e.g., deep dive topic specific calls, task forces, committees, etc.]*

### **Encouraging Open Dialogue**

“We're committed to making meaningful changes based on what we hear from you and your fellow franchisees. Is there anything else on your mind that you'd like to discuss or any other feedback you'd like to share that is NOT on the survey?”

“I really appreciate your openness and the insights you've provided. Your input is crucial as we strive to enhance our franchise system and better support our franchisees.”

### **Closing the Conversation**

“The whole executive team is reviewing the feedback we received and we'll explore the best ways to address these concerns. Let's keep the lines of communication open. I'll follow up on our discussion with some action steps and updates on the progress. Please feel free to reach out to me anytime if you have more to share or need support. Can I confirm the best way to keep you updated?”

“Thank you once again for your valuable insights and for being an essential part of our franchise system as we grow together. I look forward to our continued collaboration.”

## **Tips for Email Communication**

- **Personalize it:** Use the franchisee's name and reference specific feedback they provided to make the message feel personal and valued.
- **Express appreciation:** Show gratitude for the franchisee's willingness to share their feedback and highlight its importance to the organization.

- **Show commitment and set expectations:** Emphasize your dedication to using the feedback constructively and outline any initial thoughts on improvements or follow-up actions.
- **Invite dialogue:** Offer an open invitation for further discussion, giving the franchisee options for how they would like to communicate.
- **Follow through:** Ensure that any meetings or calls are arranged and conducted as promised, and keep the franchisee informed about progress on issues they've raised.