

**Post-Survey: Sharing the Results with Your Franchisees Template**

To make the most of your data, we recommend sharing the results with your franchisee network to build engagement and reinforce your commitment to transparency.

When sharing your results with franchisees, point out highs AND lows. Ask for ideas on how to improve, and then talk about goals and expectations. Franchisees are more likely to be engaged if they feel like you’ve heard them and are acting on their feedback.

To make it easy for you, we’ve provided a sample communication below, which you are welcome to use to share your results with franchisees.

**Sample Communication:**

***FRANCHISEE SATISFACTION SURVEY RESULTS***

*[INSERT BRAND NAME] has completed the analysis of our franchisee satisfaction survey. Your feedback provided us with valuable insights on the strengths of our system, as well as areas that need work. We are pleased to share the overall results with you below:*

*Overall Satisfaction Snapshot [ATTACH REPORT]: This is a summary of how [INSERT BRAND NAME] performed on a five-point scale in each section of the survey.*

*Full Summary Report [ATTACH REPORT]: This report captures how franchisees rated [INSERT BRAND NAME] compared to other franchise brands.*

*Based on these results, we’re pleased that [INSERT BRAND NAME] scored well and/or showed significant improvement in the areas of:*

* *Area 1*
* *Area 2*
* *Area 3*

*However, there are still some areas that need improvement, including:*

* *Area 1*
* *Area 2*
* *Area 3*

*We will be focusing our efforts on implementing changes to serve our franchisees even better. In the coming weeks, we will be reaching out to franchisees who shared their name on the survey to discuss your feedback and ideas in more detail.*

*Thank you to everyone who participated. Your input is crucial to making [INSERT BRAND NAME] a leader in franchising!*

*If you have any questions about the reports, please contact me at (corporate phone number).*

*Thank you.*