

2023 Franchisee Satisfaction Report

Using insight to measure,
understand & improve performance

Highly Confidential

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Overview

The Franchise Satisfaction Benchmark is provided by WorkBuzz - a leading independent franchise consultancy that helps reputable franchisors to improve franchise network performance and growth.

The objective is to identify and understand how the franchise is performing through the eyes of its franchisees. This report covers the critical areas of training and support, products and services, marketing, franchisee-franchisor relations and leadership and rewards.

Satisfied franchise owners work harder, contribute fresh ideas and exceed customer expectations. All these behaviours directly impact business performance, and like most key performance indicators, the first step in improving franchisee satisfaction is measuring it.

Survey Methodology

WorkBuzz were provided with details of all your trading franchisees. These were then invited by email to participate in an online survey.

Franchisees were encouraged to complete the survey and were assured that their individual responses to the questionnaire would never be revealed to anyone outside of WorkBuzz, including your employees. Franchisees linked into an online questionnaire and completed their survey. The results were then compiled and analysed by WorkBuzz to produce the reports.

Understanding Your Report

The Franchise Satisfaction Benchmark (FSB) not only provides a snapshot of franchise owners' satisfaction today, but also tomorrow as it indicates their level of optimism about the future.

Using a five-point scale, active franchise owners rate their franchisor on **six key dimensions**, which research shows make up, and contribute to overall satisfaction.

For ease of reading, results are rounded to the nearest whole number, with rounding occurring at the last stage of analysis. This means that your results may appear to add up to 99% or 101%.

Six Key Dimensions

Training & Support

Franchise owners come from diverse backgrounds and many do not have specific industry experience. Training, mentoring and support empowers them to establish, maintain and grow their businesses.

Franchise System

Franchise owners sacrifice entrepreneurial freedom for a proven system that when followed, will empower them to be successful. The competitiveness of the business, approach to innovation and flexibility to meet local customer needs are key considerations.

Culture & Relationships

The strength of the relationship with the franchisor and other franchise owners contributes not just to their success but also the day-to-day enjoyment of running a franchise. Franchise owners want to be treated with respect, understand the reasons behind key decisions and be encouraged to suggest constructive ideas.

Leadership

Long term satisfaction boils down to the effectiveness of the franchisor's leadership, the fairness of system policies and restrictions, and how effectively it maintains and upholds system standards to preserve the brand and competitive advantage.

Value & Rewards

The extent to which the franchise is value for money and allows an individual to realise their personal goals, whether these be financial or something more personal like a better work-life balance and sense of achievement.

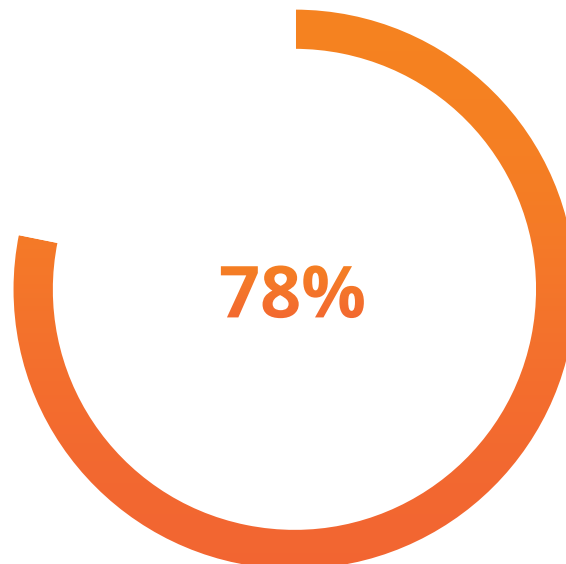
General Satisfaction

The crux: would franchise owners recommend the franchise and if given the chance, would they do it all over again?

Survey Summary

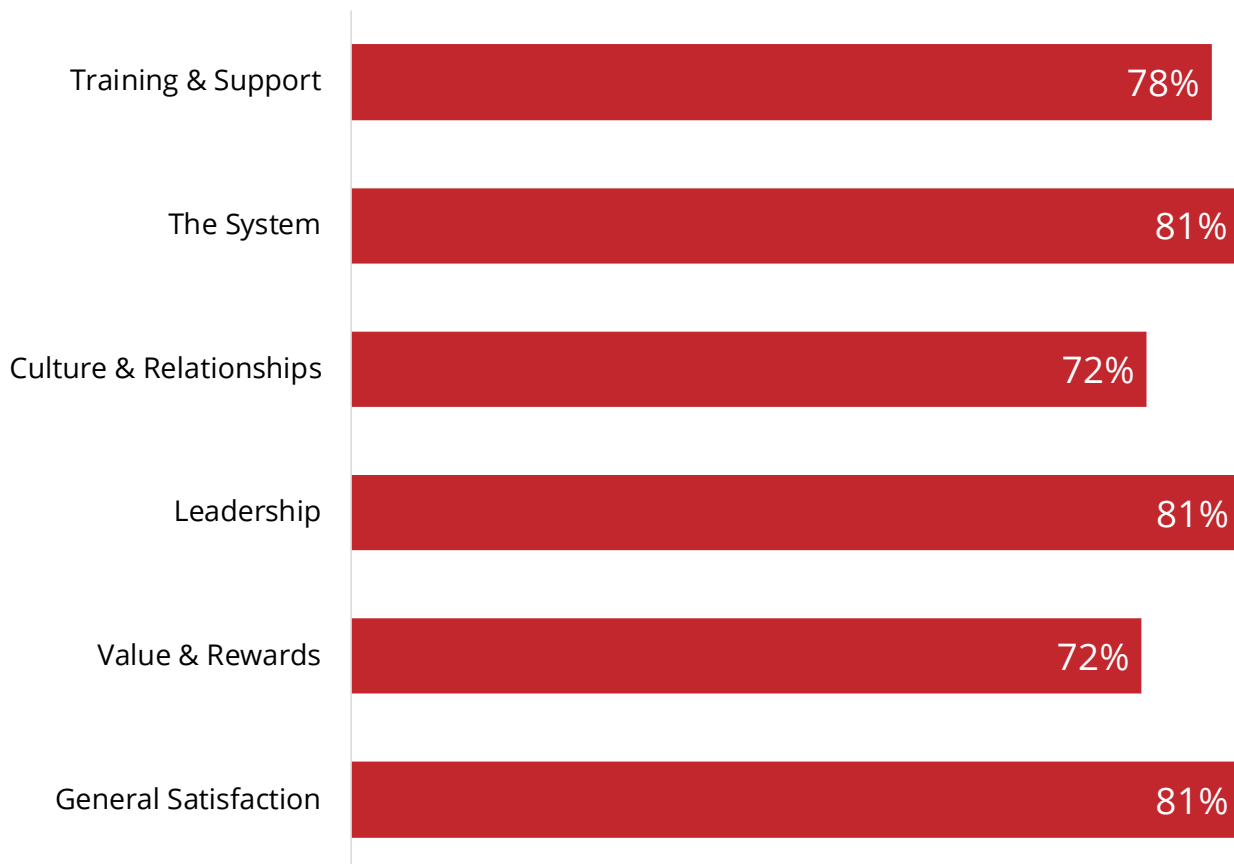
Date of Survey	September 2023
Number of Franchisees Invited	137
Completed Surveys	105
Response Rate	77%
Overall FSB Score from previous survey	82%

Franchise Satisfaction Benchmark Score*



* The Franchise Satisfaction Score is calculated by taking an average of all positive responses received for the 21 questions we ask for the purpose of benchmarking/awards. The questions shown in *Italics* on P31 are excluded.

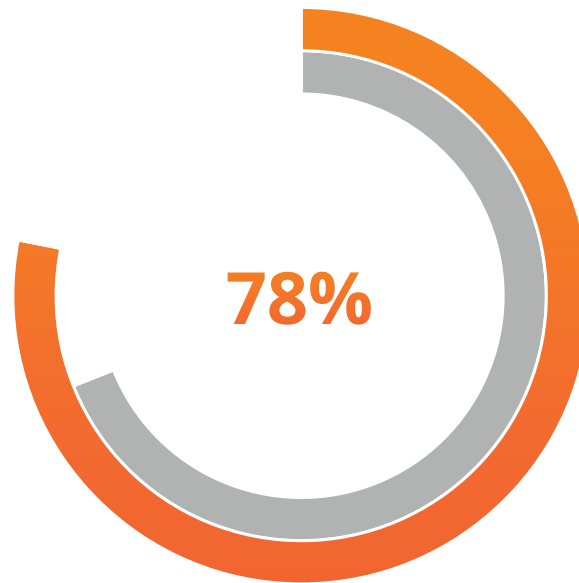
Key Themes



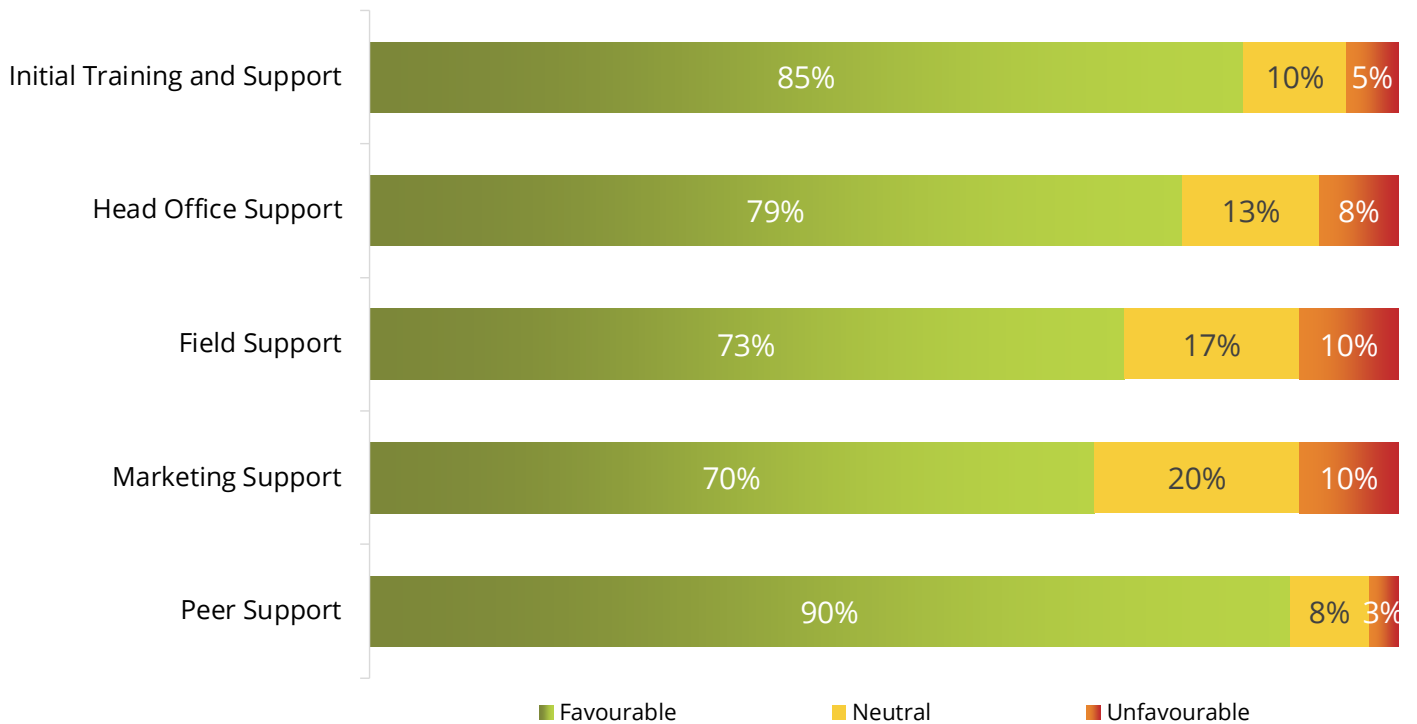
The percentages shown above for Training & Support and General Satisfaction are calculated by taking an average of the positive responses received for the benchmarking/awards questions. The questions shown in *Italics* on P31 are excluded.

The score for the Value & Rewards questions are not used for benchmarking or the awards.

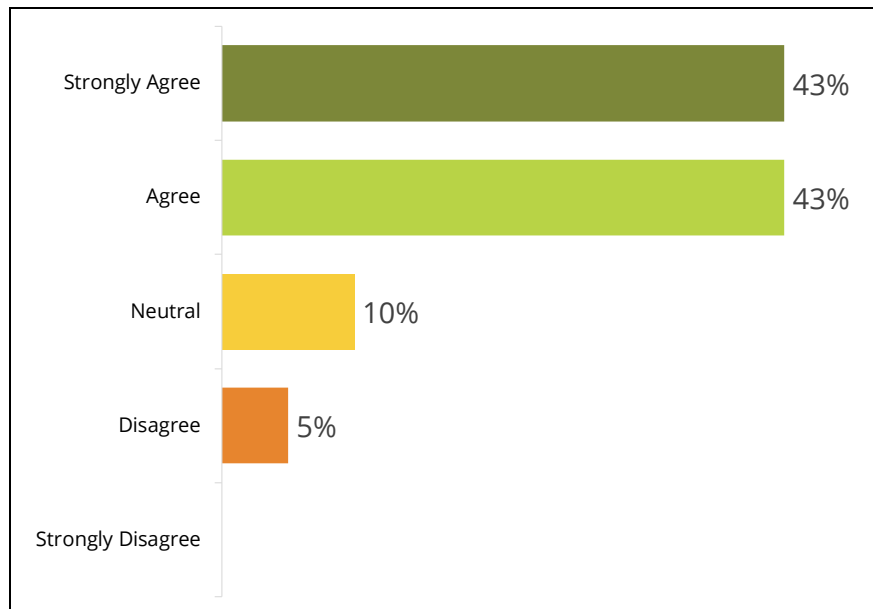
Training & Support



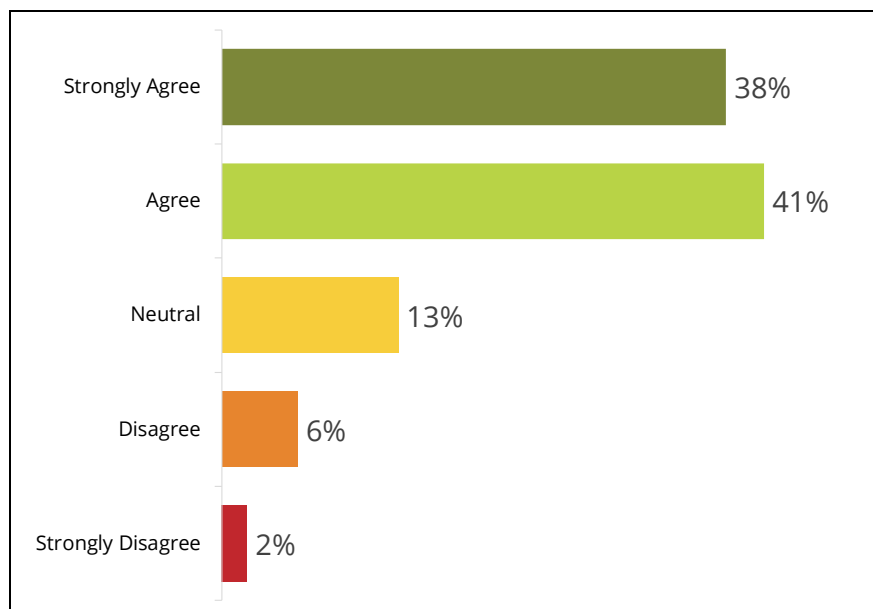
	Your score
	vs Benchmark



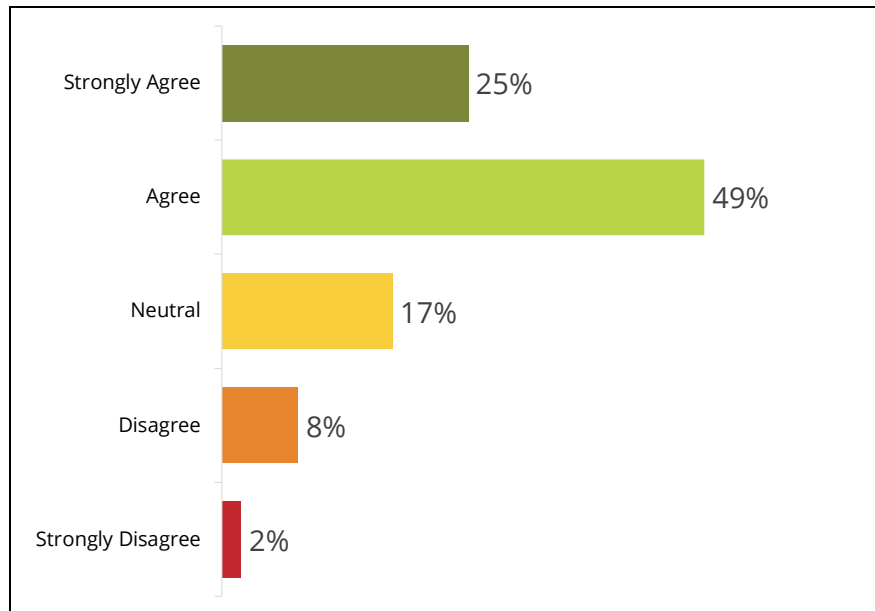
1. I was satisfied with the initial training & support provided (asked to franchisees whose length of service was under 12 months)



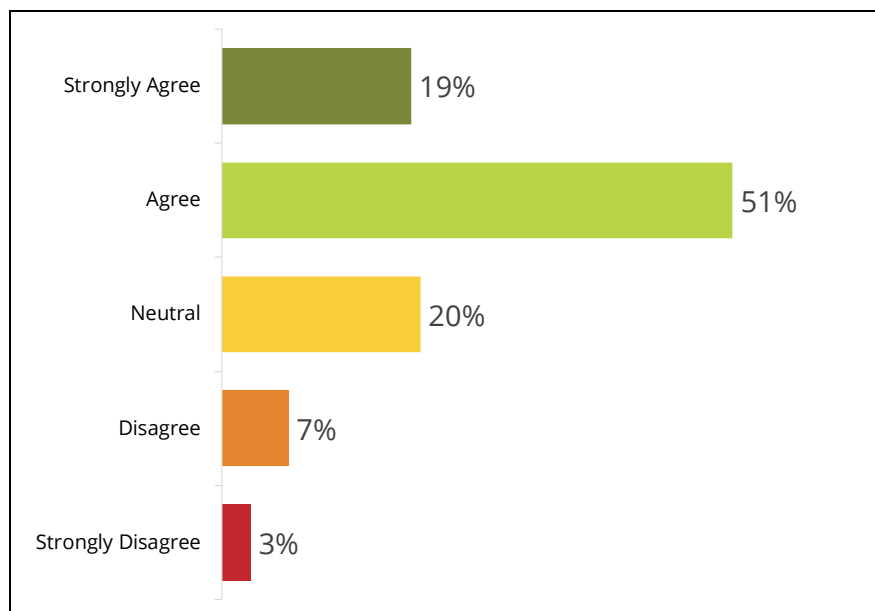
2. Head Office cares about and responds to the issues that are important to franchisees



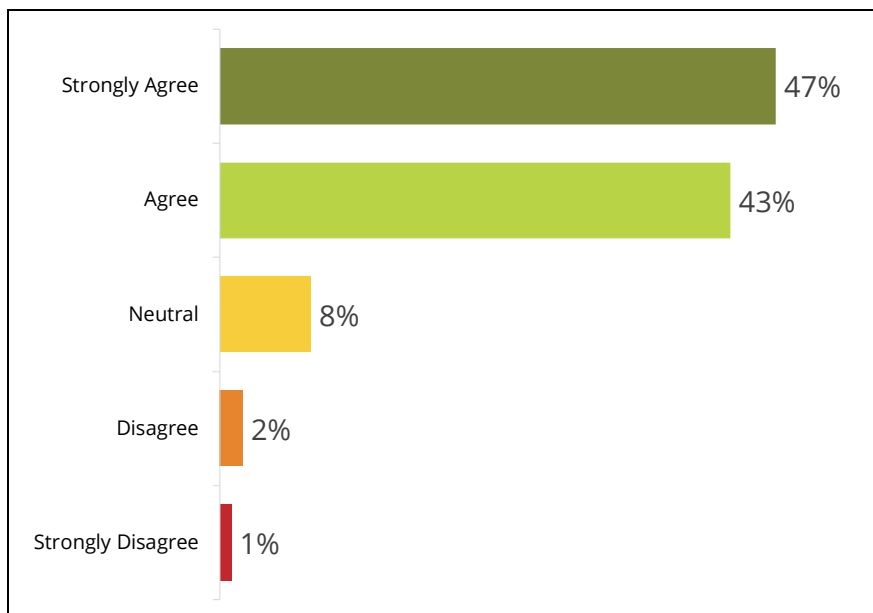
3. The franchisor's support and development / field team help me to grow my business



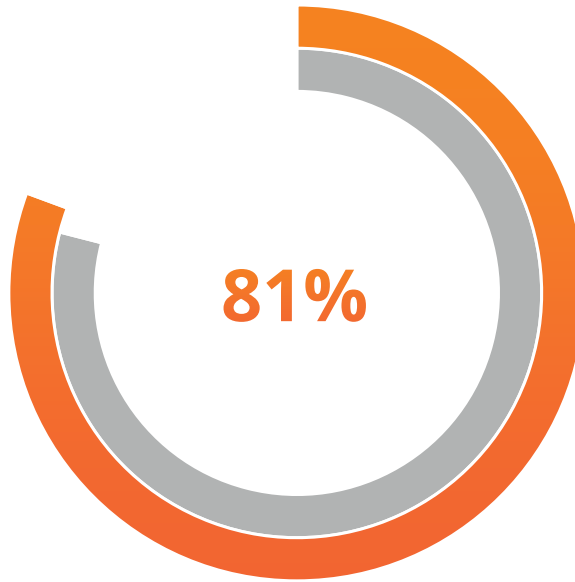
4. The marketing support provided by my franchisor helps me to win and retain customers



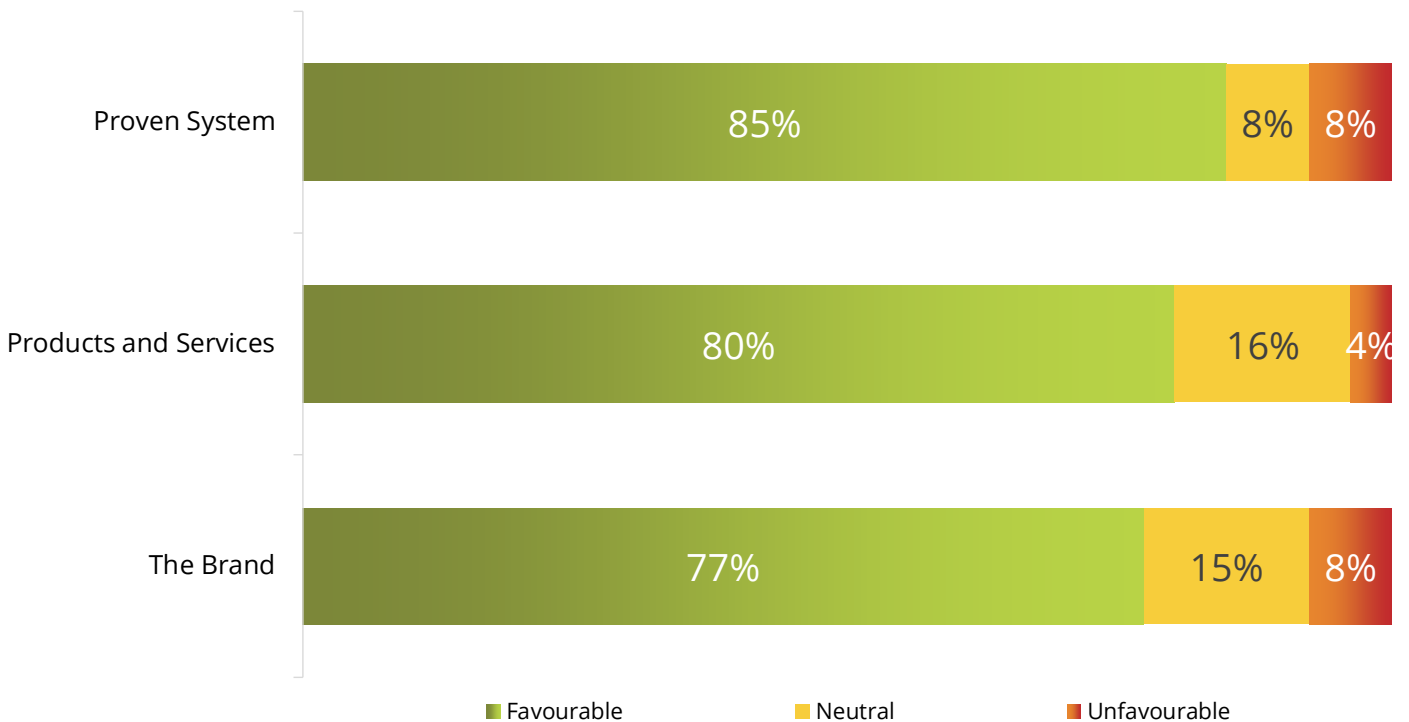
- 5. The support of fellow franchisees is strong, and we regularly communicate and share best practice



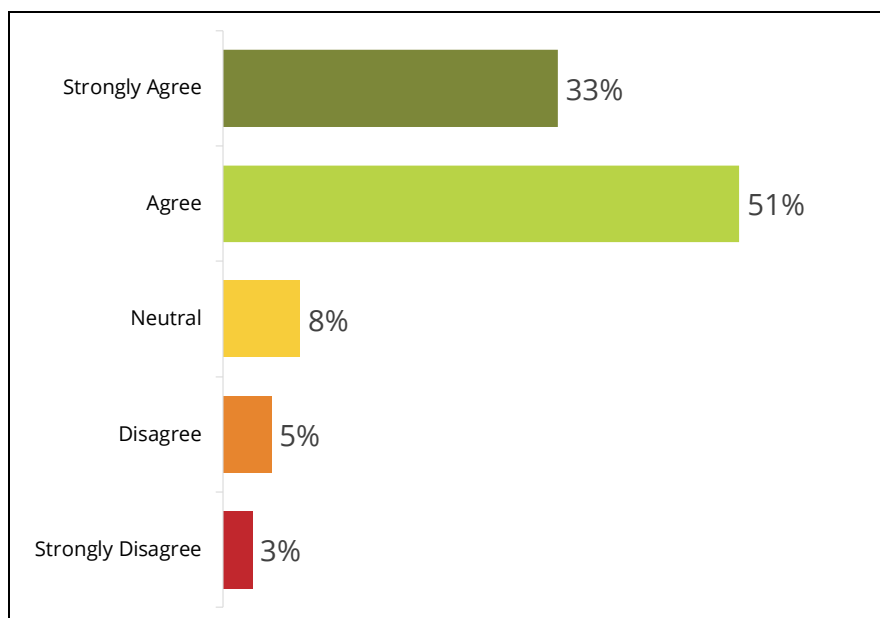
Franchise System



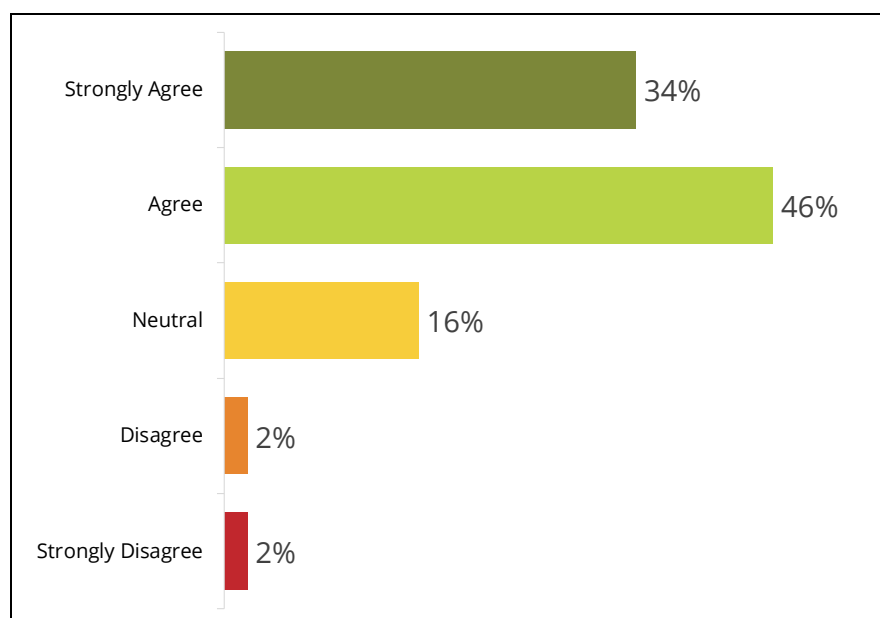
	Your score
	vs Benchmark



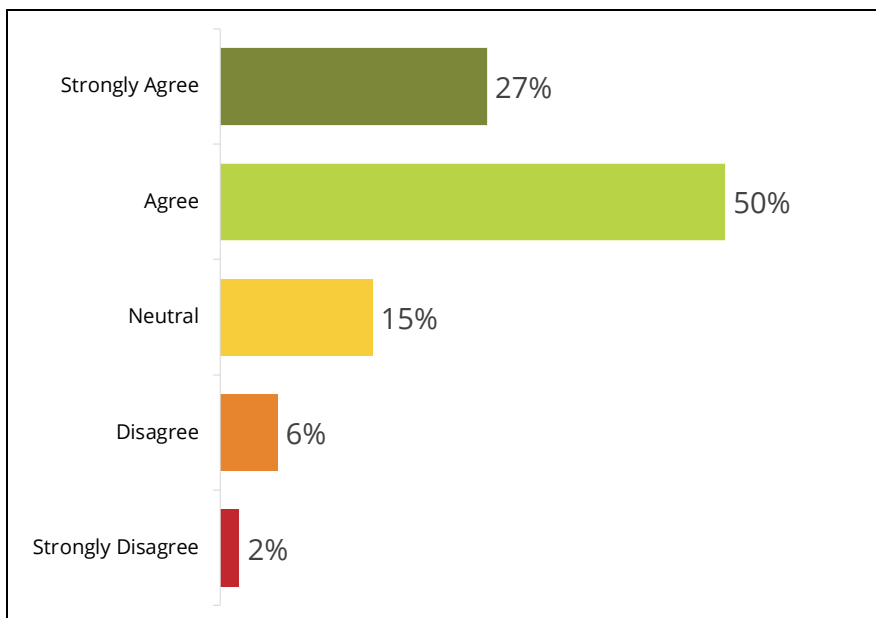
6. There is a proven system and if I follow this, I will be successful



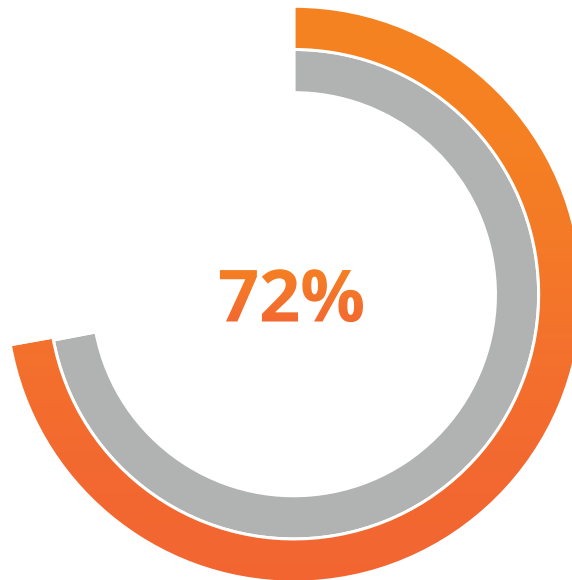
7. The products / services I provide are better than the local competition



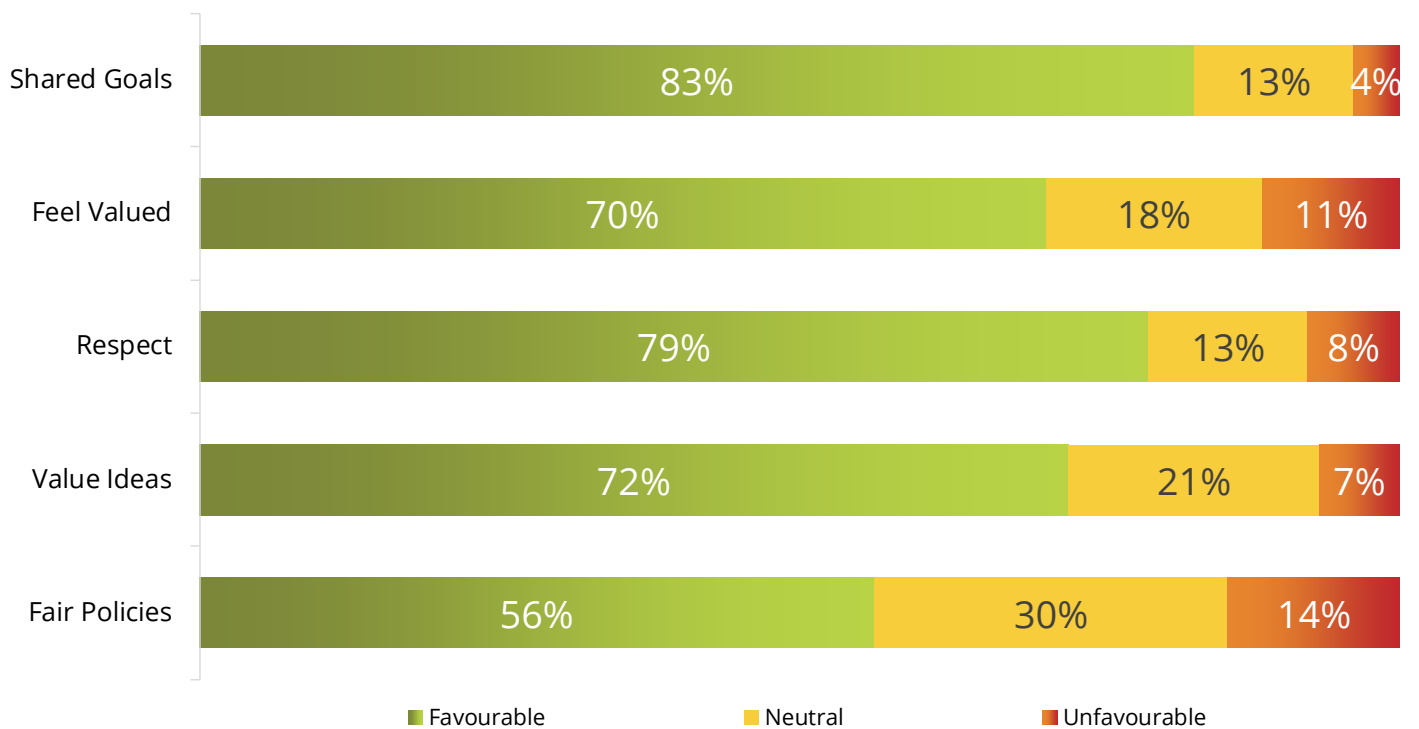
8. The brand helps to differentiate my business from the competition



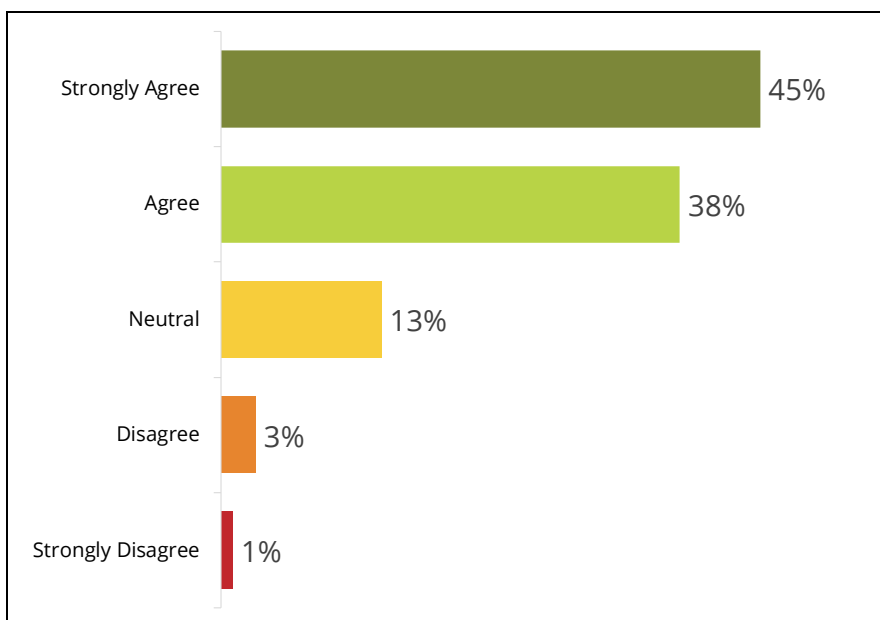
Culture & Relationships



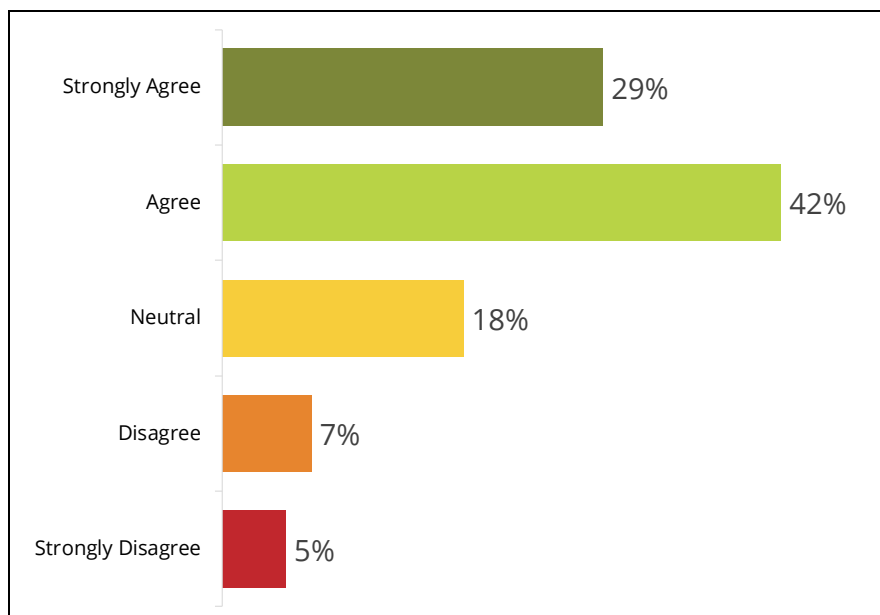
	Your score
	vs Benchmark



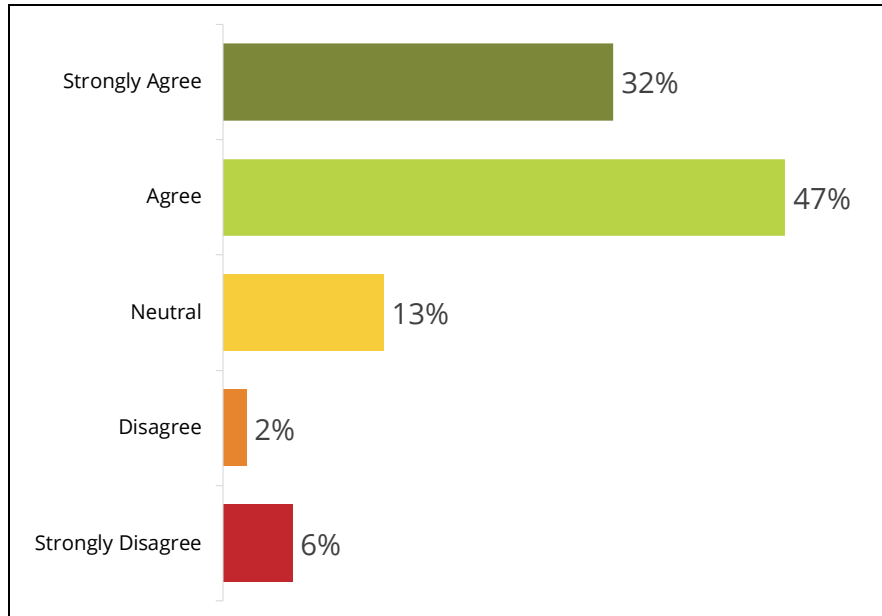
9. My franchisor understands if I am successful, they will be successful



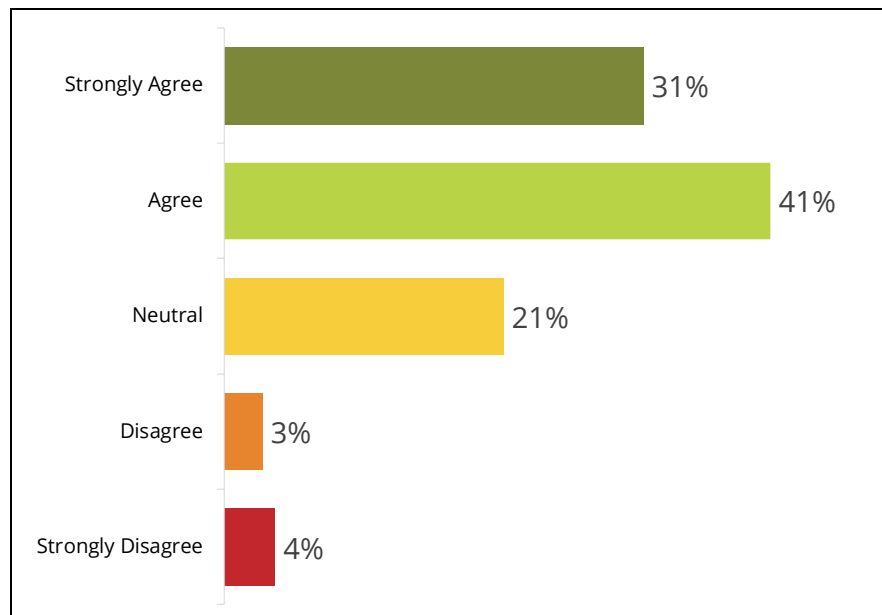
10. I feel valued as a franchisee



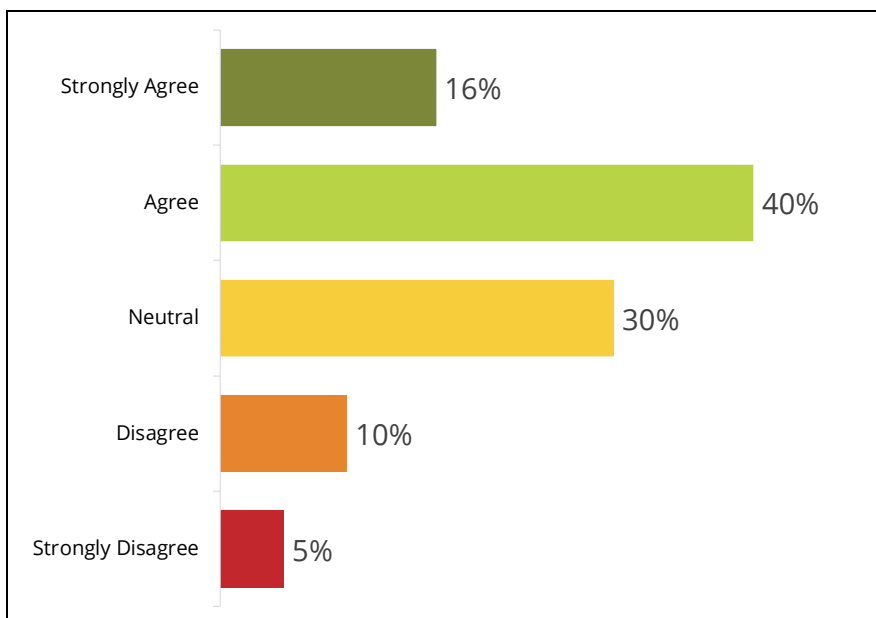
11. Franchisees are treated fairly and with respect



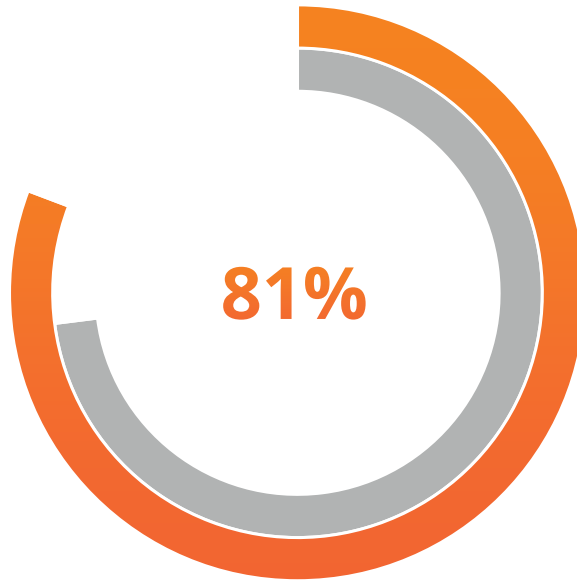
12. I am encouraged to share ideas with my franchisor



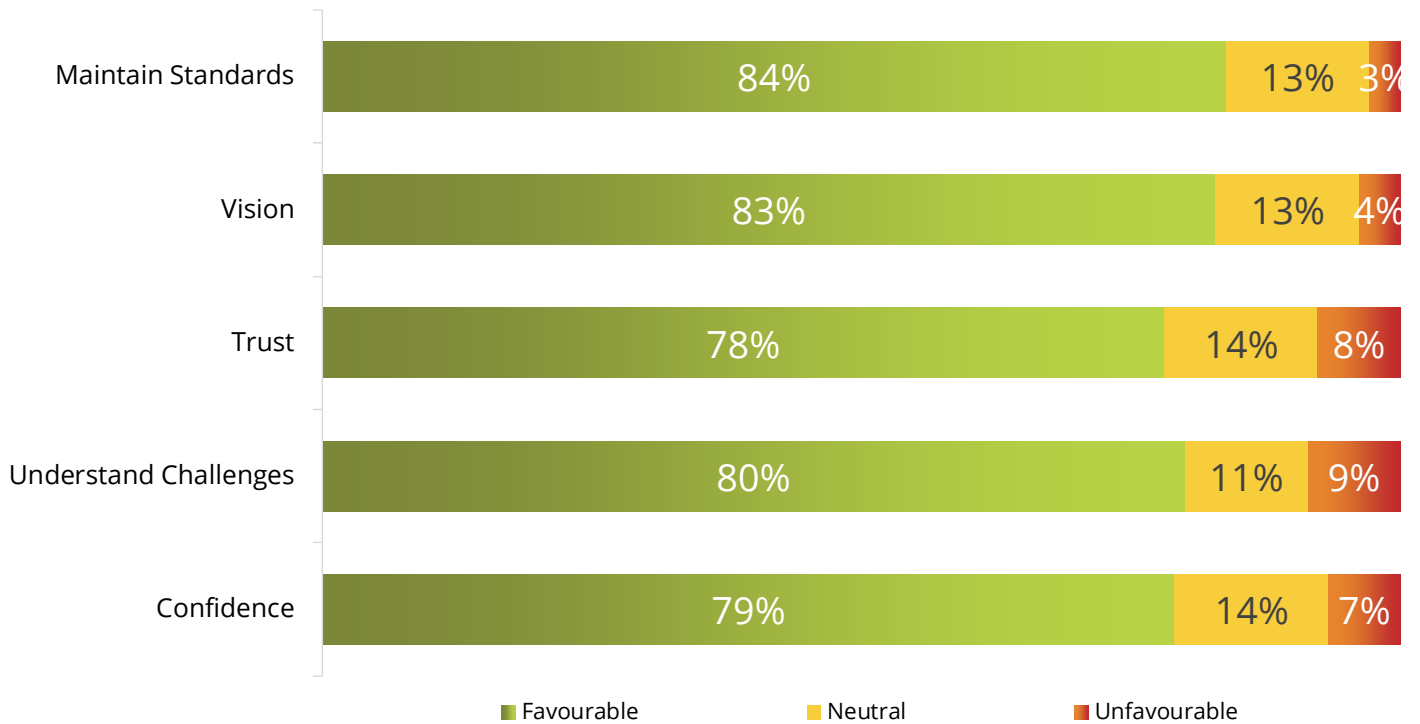
- 13. Franchise system policies and restrictions (nominated suppliers, territories, renewal options, termination clauses) are fair



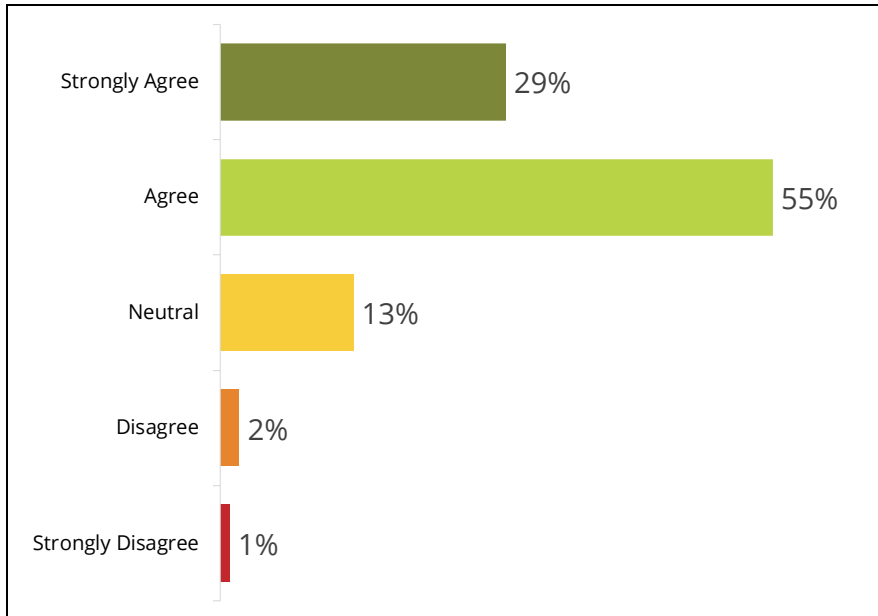
Leadership



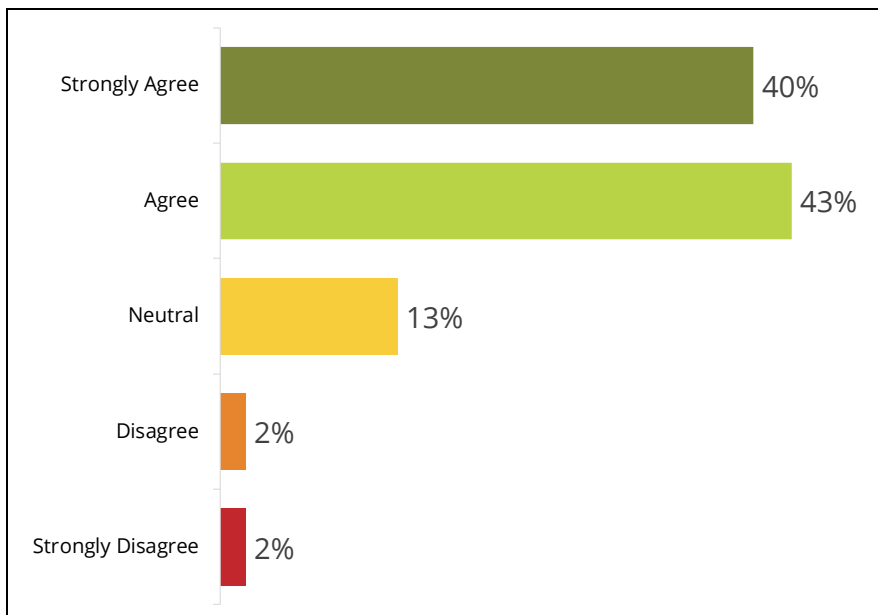
	Your score
	vs Benchmark



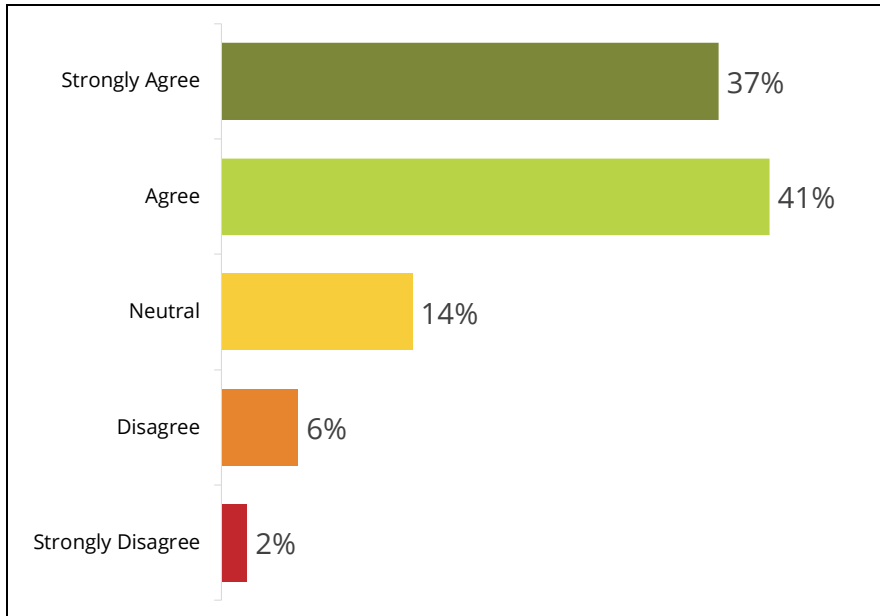
14. My franchisor effectively maintains and enforces system standards



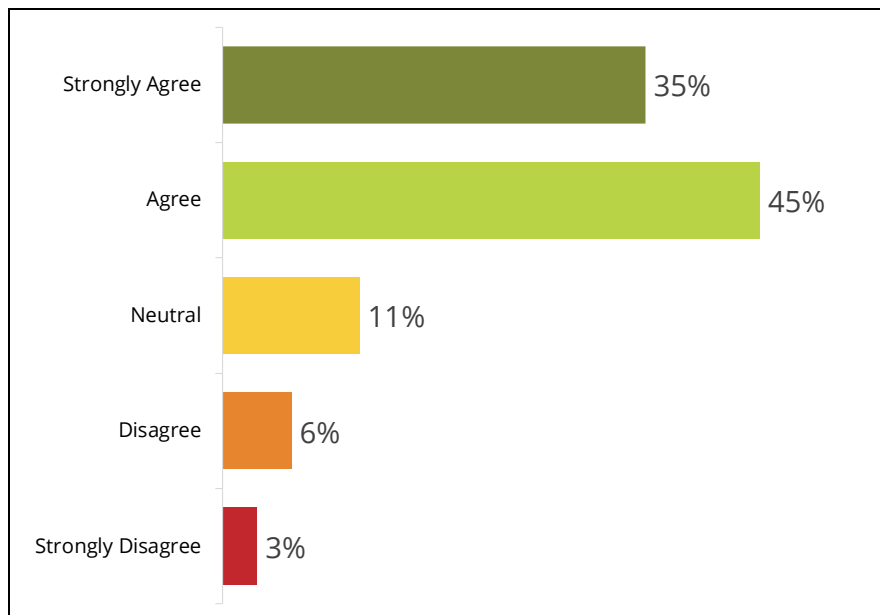
15. The franchisor's leadership has a clear vision for the future



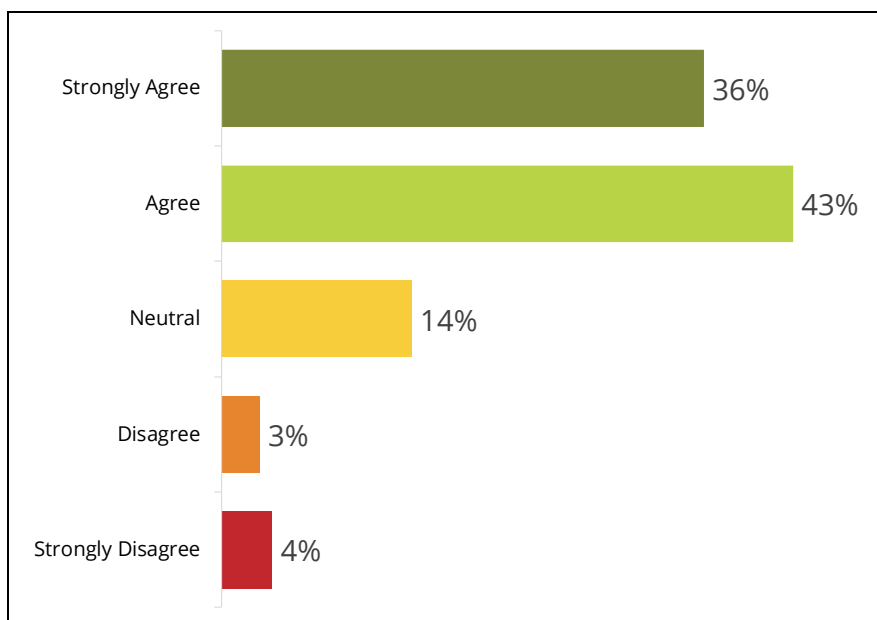
16. I trust the franchisor's leadership team



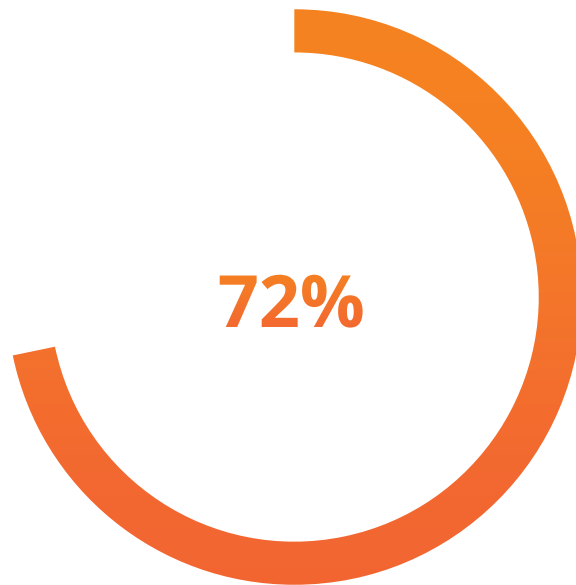
17. The franchisor's leadership understands the key challenges facing our business



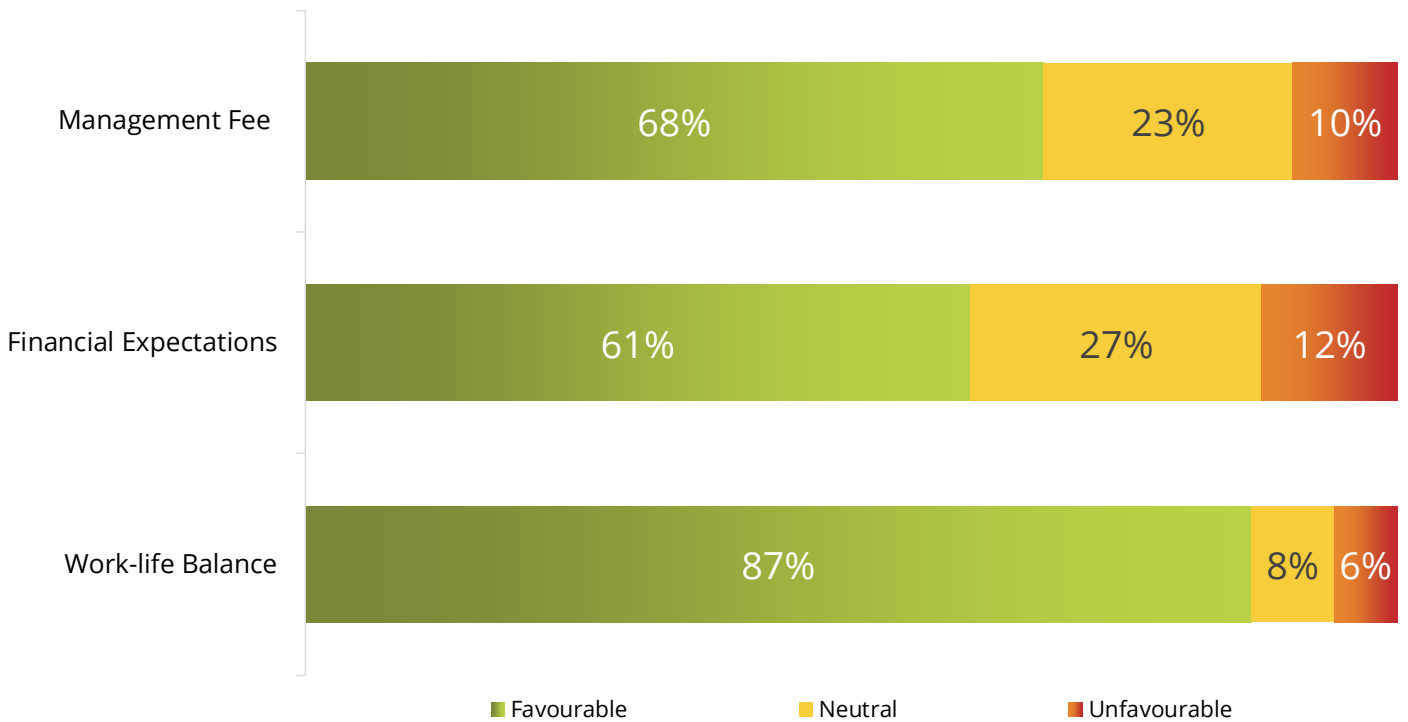
18. The long-term prospects for my franchise business are very good



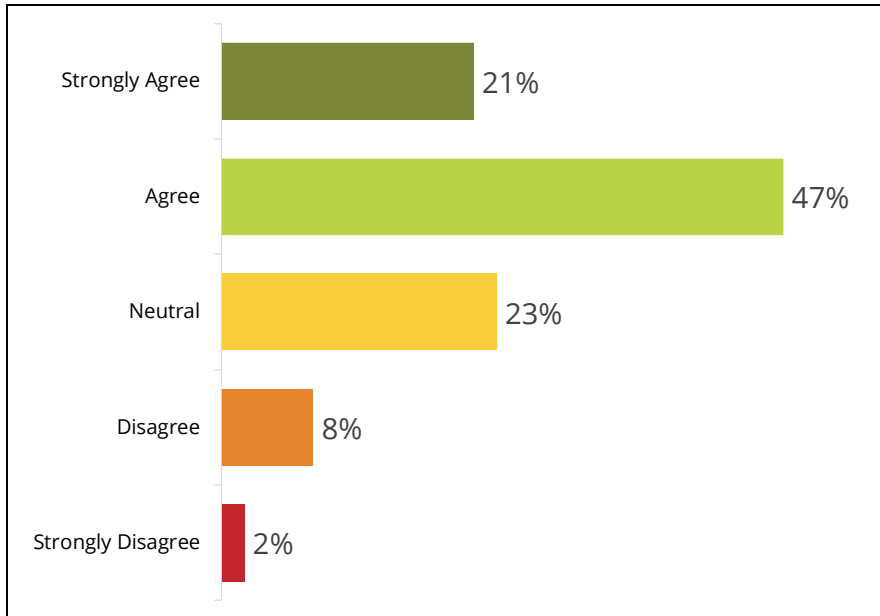
Value & Rewards



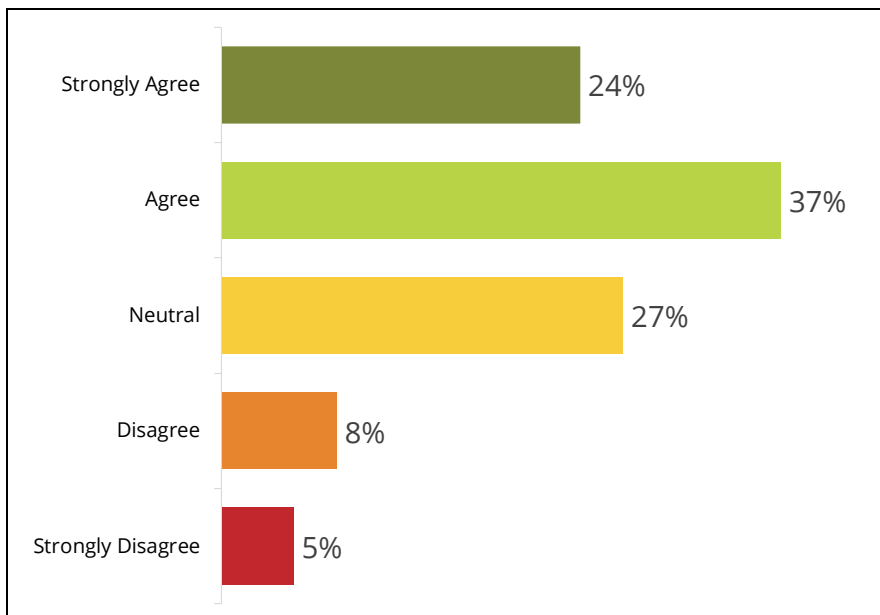
	Your score
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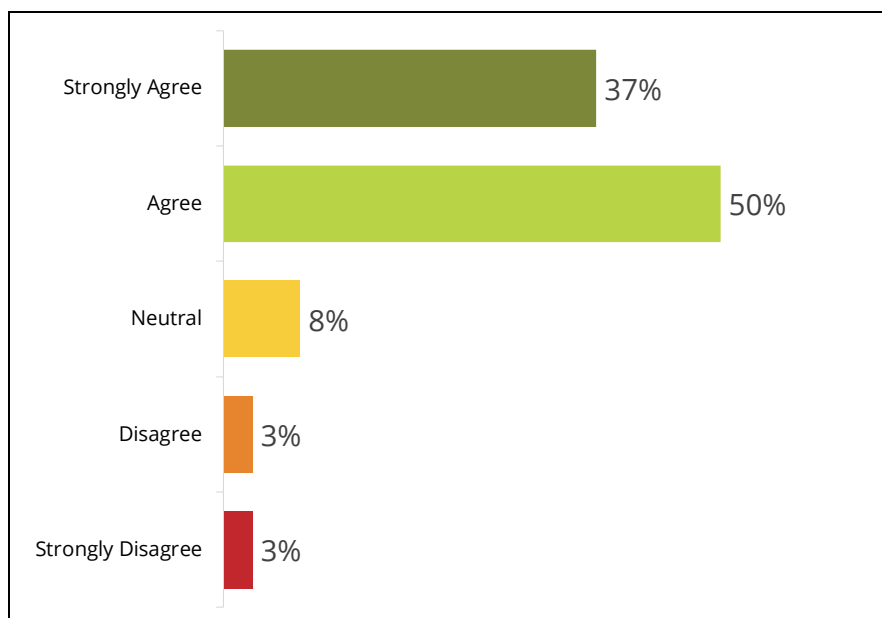
19. The management service fee / royalties represent good value for money



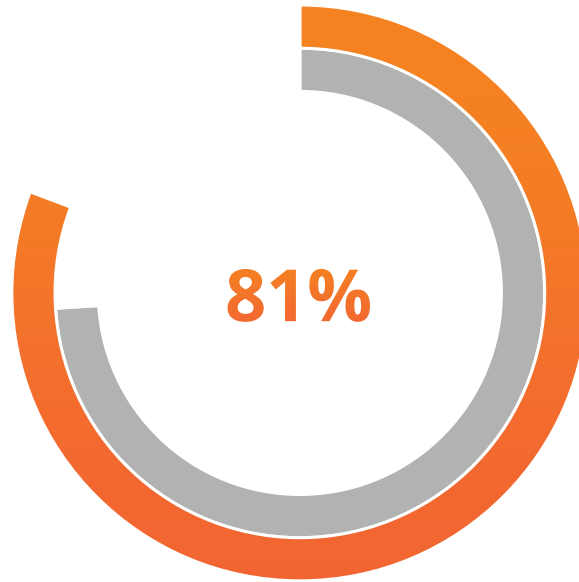
20. The financial performance and returns have met or exceeded my expectations



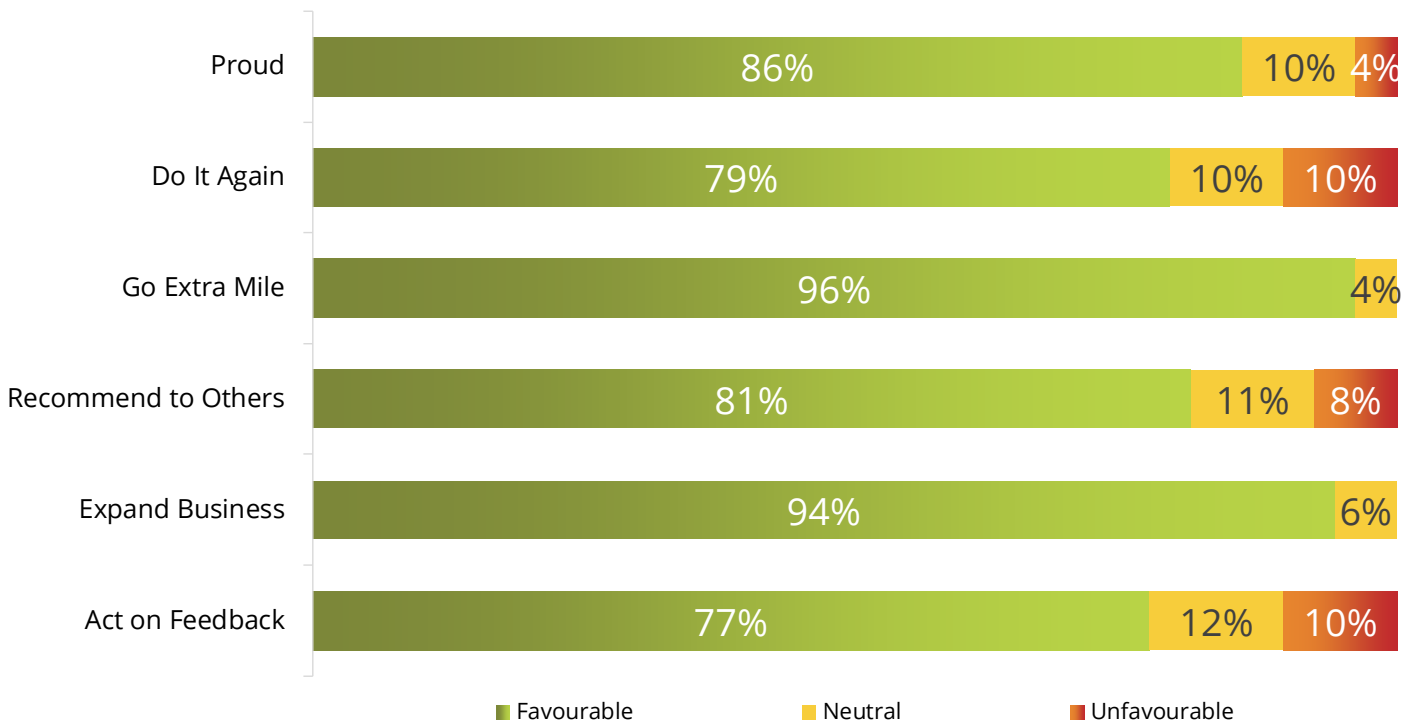
21. I can strike a reasonable balance between my family and work life



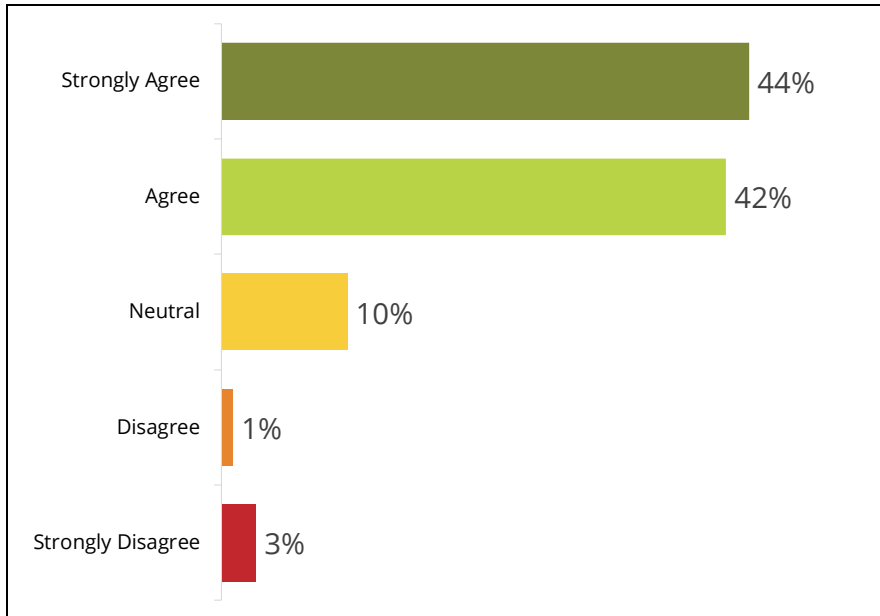
General Satisfaction



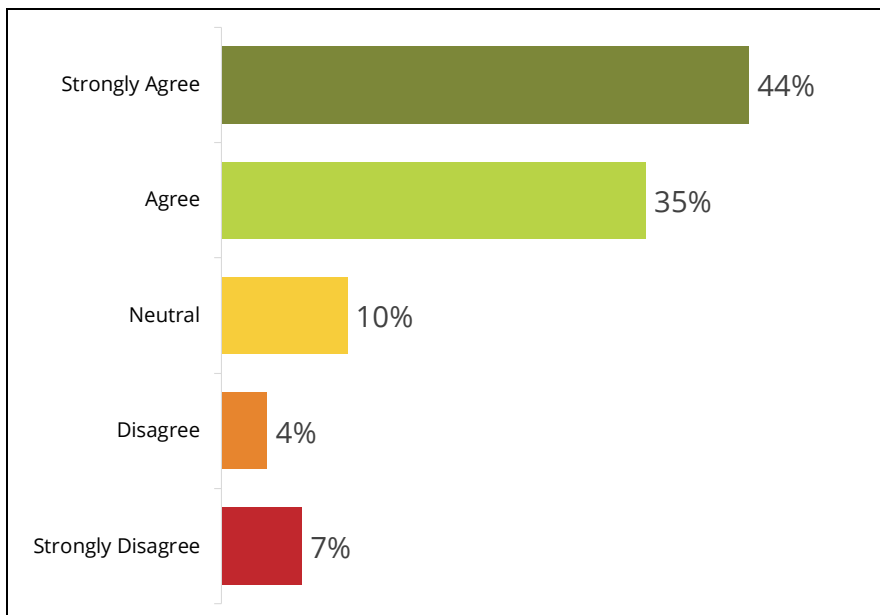
	Your score
	vs Benchmark



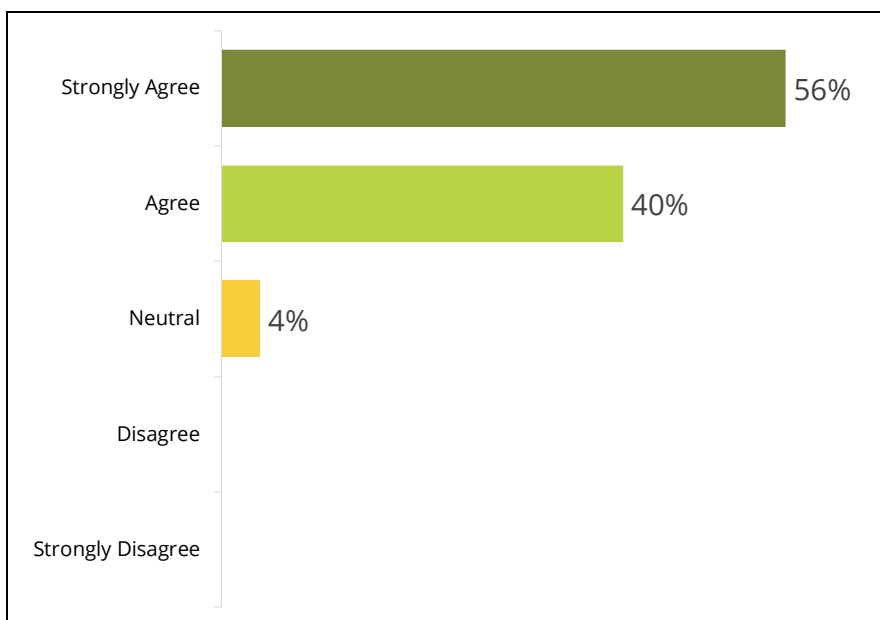
22. I am proud to be a franchisee with this company



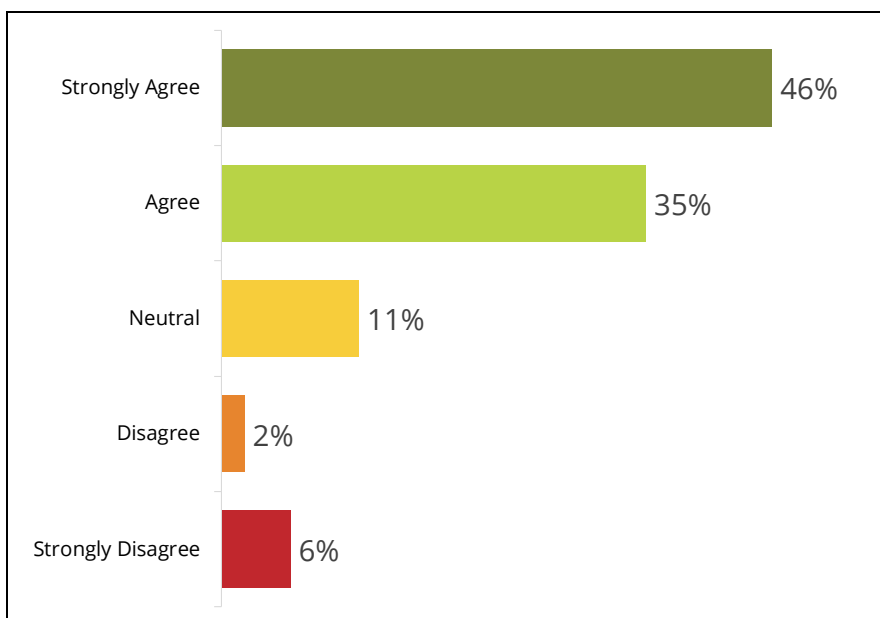
23. If I could turn back time, knowing what I know now, I would invest in this franchise again



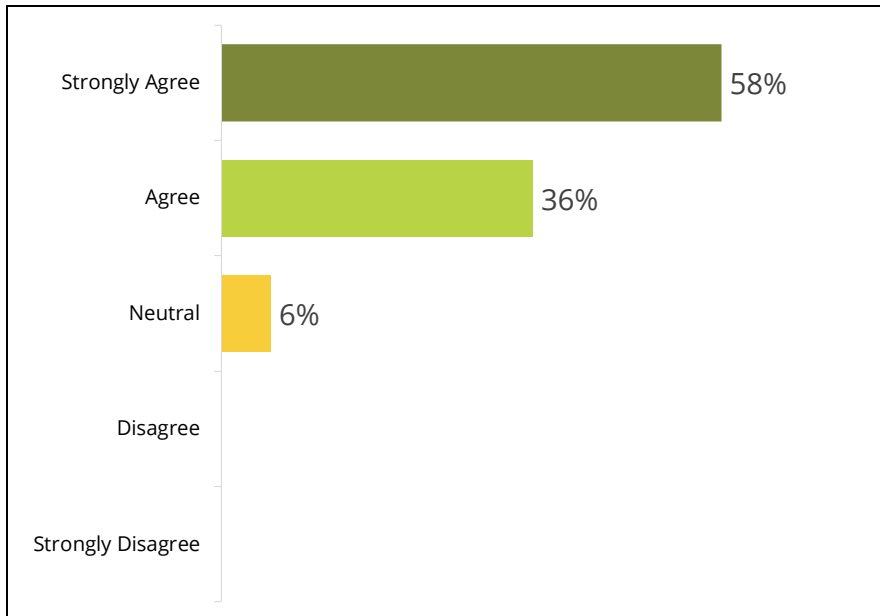
24. I am motivated to go the extra mile for my customers



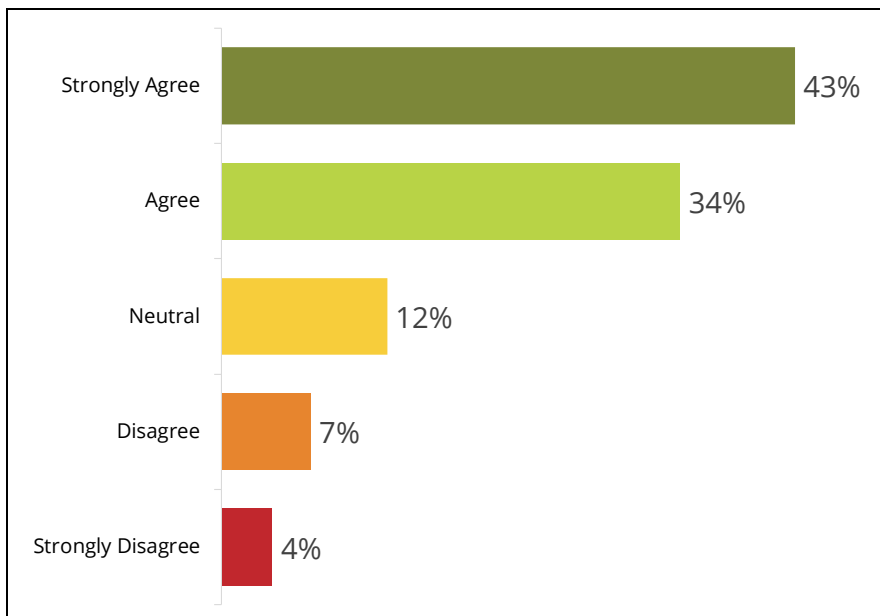
25. I would recommend this franchise to a prospective franchisee



26. I am committed to growing my business

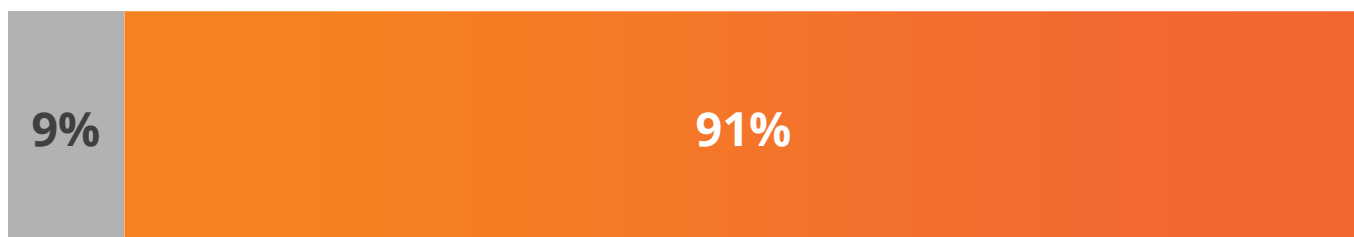


27. I think my franchisor will act on the results of this survey



28. Do you intend to renew your Franchise Agreement with your Franchisor?

■ No ■ Yes

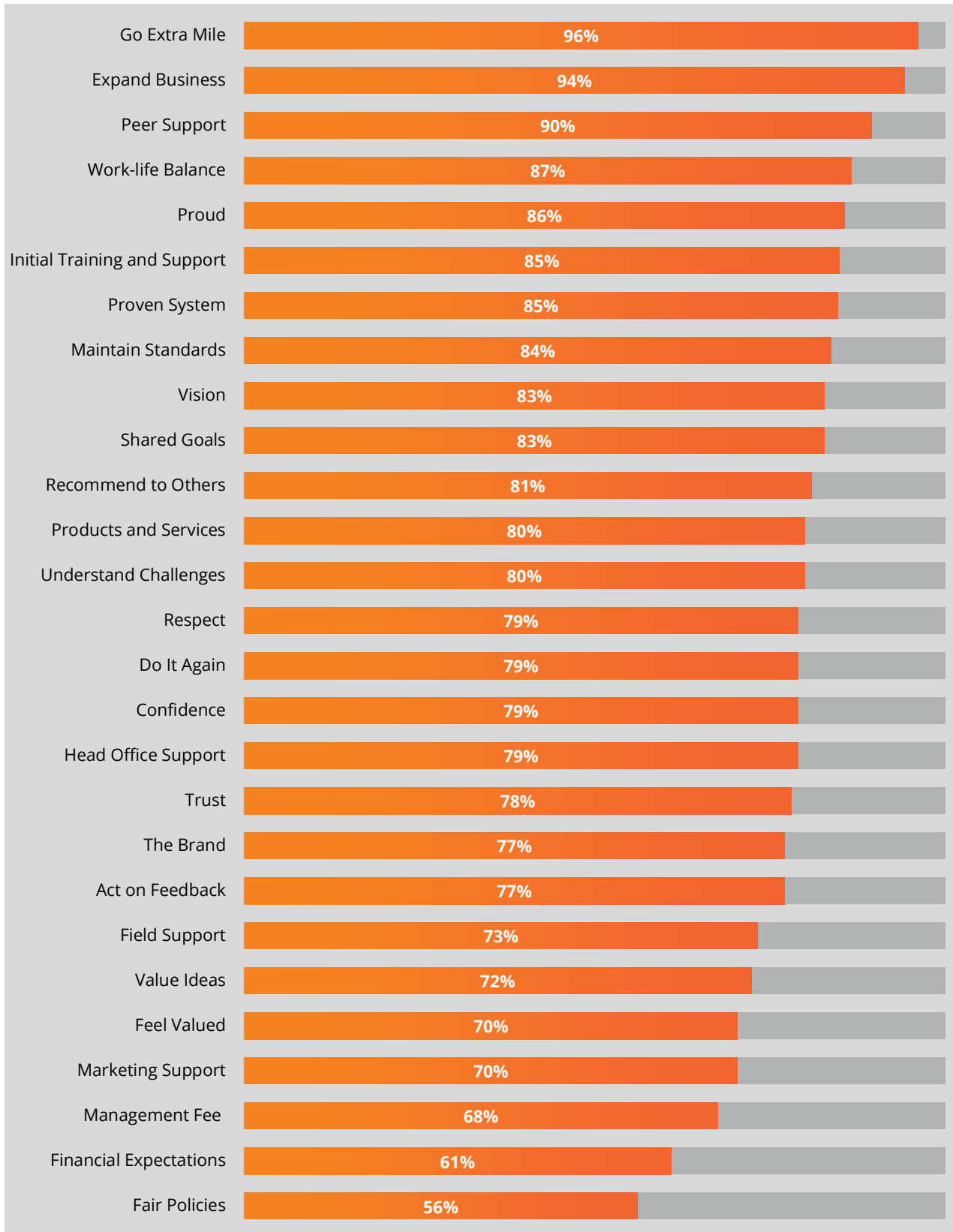


29. During the next 12 months, I expect my profitability to:

■ Improve ■ Stay the same ■ Decline



Strengths & Developmental Areas



Benchmarking & Comparison to Previous Survey

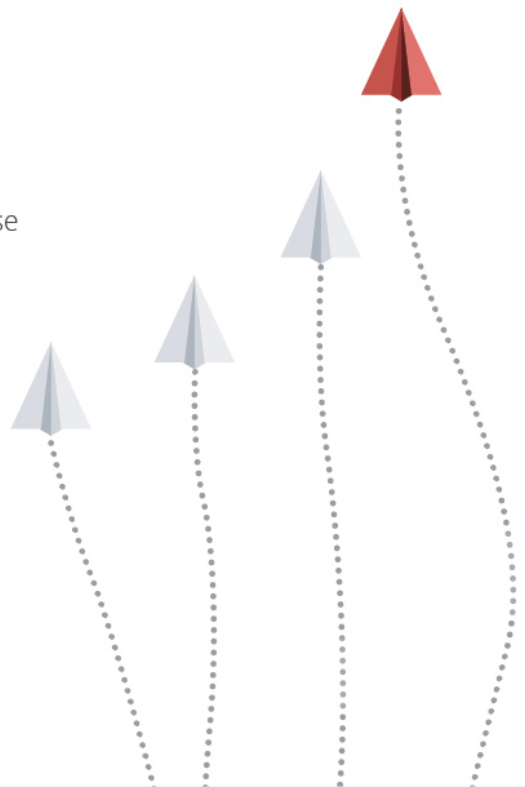
Category	Your Results	Vs Industry Average *	Vs Previous
Training & Support	78%	9%	-4%
The System	81%	2%	-2%
Culture & Relationships	72%	0%	-7%
Leadership	81%	8%	-3%
Value & Rewards	72%	-	-11%
General Satisfaction	81%	7%	-2%
<i>Initial Training and Support</i>	85%	-	-4%
Head Office Support	79%	8%	-5%
Field Support	73%	7%	-4%
Marketing Support	70%	8%	-4%
Peer Support	90%	14%	-3%
Proven System	85%	11%	-3%
Products and Services	80%	-3%	-5%
The Brand	77%	-3%	1%
Shared Goals	83%	-4%	-4%
Feel Valued	70%	4%	-4%
Respect	79%	6%	-4%
Value Ideas	72%	2%	-12%
Fair Policies	56%	-9%	-13%
Maintain Standards	84%	6%	1%
Vision	83%	8%	-6%
Trust	78%	7%	-3%
Understand Challenges	80%	9%	-3%
Confidence	79%	6%	-6%
<i>Management Fee</i>	68%	-	-13%
<i>Financial Expectations</i>	61%	-	-18%
<i>Work-life Balance</i>	87%	-	-1%
Proud	86%	2%	2%
Do It Again	79%	9%	-1%
<i>Go Extra Mile</i>	96%	-	-1%
Recommend to Others	81%	8%	-1%
<i>Expand Business</i>	94%	-	5%
Act on Feedback	77%	9%	-7%

* Based on franchisors with more than 41 franchisees

USING YOUR REPORT for PR and Marketing

You can use this report and the independent statistics to boost your franchise recruitment. To maintain the integrity of the Franchise Satisfaction Benchmark (FSB) we have four golden rules:

- 1. Referencing WorkBuzz**
In any advertisements, please include the source as WorkBuzz's Franchise Satisfaction Benchmark.
- 2. Results are valid for 12 months**
You can publish and cite your FSB results for up to 12 months after the survey was compiled.
- 3. Providing a Balanced Picture**
If you choose to include the survey results in your franchise recruitment marketing or share these at a Discovery Day, you must make available your summary page results.
- 4. Do not share or quote industry benchmark data externally**
If you upload your results to your website please also ensure WorkBuzz's disclaimer is viewable:
"This report is published by WorkBuzz. It is not intended to be an endorsement or recommendation by WorkBuzz. It is strongly recommended that any prospective franchisee completes thorough due diligence and receives professional advice before investing in any franchise."



Press Releases

Please add the following note to your press release:

About the Franchise Satisfaction Benchmark (FSB)

The FSB is provided by WorkBuzz, a leading independent franchise consultancy. It works by inviting existing franchisees to participate in an anonymous online survey which asks them 31 questions about their franchise ownership experience. Using a consistent methodology, the franchise is assigned an overall FSB score and the highest performing franchisors are recognised in the Best Franchise Awards. For more information please visit

www.bestfranchiseawards.co.uk/