

# Franchisor's Guide to Call Tracking

# Introduction

**Franchising is a powerful way to do business**—as evidenced by franchise employment growth continuing to outpace increases in the rest of private employment.

This is probably because franchises combine the best of both worlds: the experience and far-reaching resources of the parent company as well as the entrepreneurship, operational savvy, and local contacts of the franchise owner. But the franchise dynamic can be complex, with both parties making significant investments while remaining dependent on the other. When marketing or sales campaigns appear to falter, it's often difficult to know which party's efforts need fine-tuning, or how to go about doing so.

Fortunately, technology has made it possible for both franchisee and franchisor to synchronize, track, and maximize their resources—easily, affordably, and successfully.

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## PART ONE

# Understanding the Franchise Model

Whether a franchisor is supporting five hundred franchisees or five, they share common needs and are affected by many of the same industry trends.

Let's take a look at franchise-specific needs and trends that are shaping the franchise industry today.



*The more agile we can be in getting a prospect to the appropriate local office, the higher percentage of conversion we see.*

**Ron Patterson**

VP Marketing and IT

Griswold Home Care (200+ franchise locations nationwide)

## Franchise Needs

### Connectivity: Between headquarters and franchise

It's critical that each party in a franchising endeavor understand what the other is doing—and what impact each is having on the other. Both parties make an important contribution: one understands the brand and how to present it effectively across multiple channels; the other has homegrown insights into local clients, economies, and attitudes.

In order to best serve the franchise model, the two parties need to be able to communicate effectively, understand the value of one another's contributions, and be able to react to changes at the local or national level. In short, franchising requires access to information and adaptability.

### Connectivity: With customers

Providing high-quality customer service remains a critical need for parent companies and franchises alike. Franchisors need to ensure that their national campaigns are driving calls to the right locations, while franchisees must be able to address sales and service issues from within the scope of their local office.

Technology's role in driving franchise business means that online channels must be managed carefully. And all communication with customers and clients must be tracked and studied across all franchises to ensure proper sales technique, to determine which campaigns are effective in what areas, and to understand what is driving conversions on both a large-scale and local level.

# Trends in Franchising



## Cloud-based Franchising

The proliferation of cloud-based Software as a Service (SaaS) providers has made it easier for franchisors to manage operations and update franchise software without providing onsite IT experts to their franchisees. Meanwhile, franchisees can access central databases for help with technology, branding guidelines, and more.

The speed and flexibility of technology has made the franchise model faster, easier, and more accessible than ever before.



## The Rise of Data

Business—marketing in particular—is all about data, and franchising is no exception. Many of the cloud applications mentioned above come armed with powerful tools for collecting, analyzing, and reporting data. Marketing and business intelligence can help keep franchisors up to date on the performance of their partners, track the availability of inventory at multiple locations, and offer insights into the efficacy of advertising campaigns or sales initiatives.



## Franchise Internationalization

Currently, there are more than 400 U.S. franchises operating abroad and this trend of launching brand satellites across the globe shows no signs of slowing. There's a growing demand for U.S. products and services in international markets. Combine this global craving with the growing ease and affordability of connectivity through technology, and the result is a worldwide spread of franchises.

## Trending Categories for 2020 and Beyond

Source: [Entrepreneur](#)

**BEAUTY & GROOMING**

**BREAKFAST**

**CHILD CARE**

**ENTERTAINMENT & RECREATION**

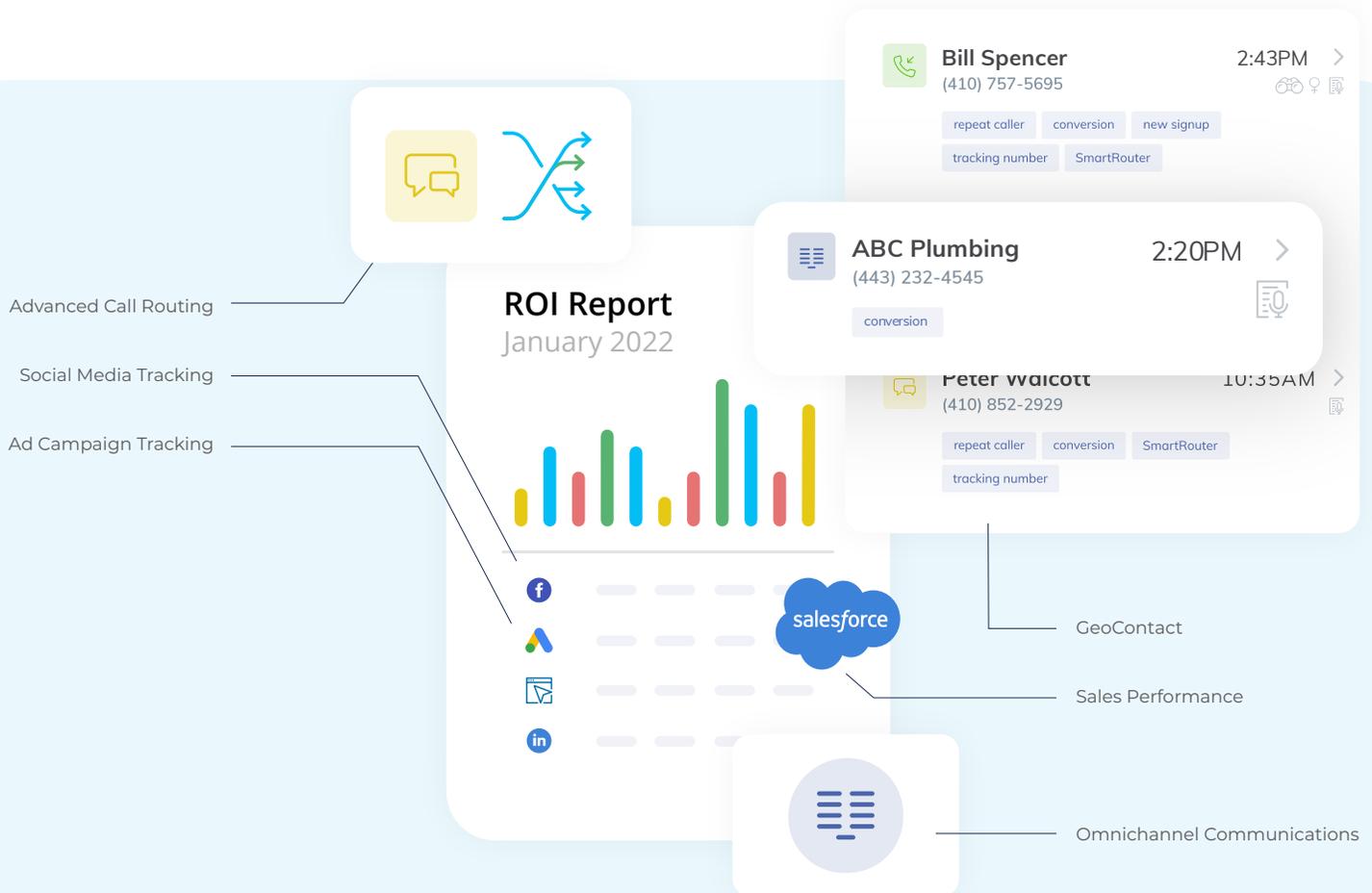
**HEALTH & FITNESS**

PART TWO

# Call Tracking for Franchises

Technology has truly leveled the playing field and opened up multiple opportunities for the franchising industry, but all technology platforms are not created equal.

When it comes to choosing solutions for your own franchising business, there are certain features you must have.



# Franchise-friendly Features

While the web can drive inbound traffic, franchises rely on phone calls to create conversions and help their customers.

The marketing, sales performance, and connectivity tools from CallTrackingMetrics (CTM) can support this effort, by routing calls across locations, managing national and local numbers, reporting data on callers, and more.

By combining the intelligence gathered on clients' online journeys with that collected via phone, CTM helps franchisors understand how their marketing spend is working in a variety of locations, and reveals which local campaigns are leading to the most conversions for franchisees. Let's explore seven of the franchise-friendly, growth-driving features of CTM's call tracking platform:

## 1. GeoContact



Franchisors run regional and national campaigns from their websites, but their individual operators want clients to embrace them as local service providers. To help give franchises this local feel, CallTrackingMetrics' employs the GeoContact tool.

GeoContact displays phone numbers that are local to the area from which Web visitors are browsing. For example, a visitor in New York would see a different number from a visitor in Florida; and visitors in Italy would see an Italian number.

## 2. Advanced Call Routing



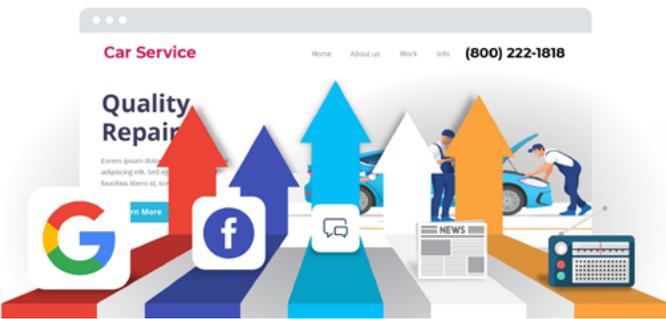
Effectively serving local franchise customers isn't only about simply presenting a local phone number—franchisors also must be able to direct calls to the appropriate location and to the agent best equipped to meet their needs.

**CTM's geographical routing makes it easy to direct calls to regional or local queues, as well as to specialized sales or service agents.** And if your franchise owner is based in Tennessee but is traveling in Colorado, CTM can make sure his calls are following him.

### 3. Social Media Tracking

CTM can help track social marketing efforts by providing tracking numbers to link directly to any social profile: Facebook, Instagram, TikTok, LinkedIn, etc. And when the social follower clicks over to the franchisee's website, the tracking numbers follow them.

### 4. Ad Campaign Tracking



**CTM has powerful tracking functionality to help your franchise see which ads and channels are driving calls.** Ad campaigns created centrally can be tracked by the franchisor, while franchisees can be given access to the calls and data associated with their specific location.

### 5. Browser-Based Softphone

CTM's softphone works within your computer browser or on your mobile device—perfect for on-the-go franchise owners and sales reps. All the functionality of a traditional phone system, but with the added bonus of CTM's call intelligence.

### 6. Sales Performance

Franchisees can score calls in the CTM platform, offering insights to the leadership level on call quality and campaign performance. Franchisors can also listen in on franchisees' calls to make sure agents are following proper procedures and scripts.

### 7. Whispers

Franchisors can include a brief recorded announcement to alert their franchisees when a call has come from a national campaign. This gives agents insight into the caller's interests, and helps keep franchisor-driven campaigns fresh in the mind of the franchises involved.

### 8. Omnichannel Communications

Engage leads in their preferred method with calls, text messages, form fills, and live chat interactions, all available in the CTM platform. You can track which channels are driving higher quality leads and automate instant outreach to get in touch with prospects more quickly.

## Flexibility for Scaling Franchises

CTM's highly functional platform is perfect for a single office with a handful of employees—or for a national organization with dozens of partner locations with varying needs and levels of access.

If your franchising endeavor is in its infancy, you'll only pay for the users you have, and you'll be able to expand your number of users or adopt new features as you grow.



# Marketing Spend, Understood

CallTrackingMetrics provides franchises insight into how effectively their campaigns are performing across various markets.



*The first thing I loved about CallTrackingMetrics was the reporting. When I saw all the ways I was able to slice the data, I thought to myself: This is amazing!*

**Jessica Eddowes**  
VP of Digital & Ecommerce  
Lice Clinics of America (200 franchise locations nationwide)

## Marketing Attribution

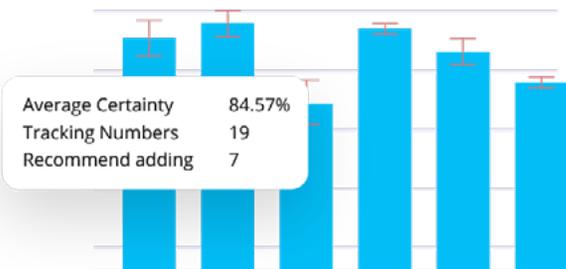
CTM makes it easy to track ROI for both the franchisee and franchisor. Franchise owners no longer need to wonder what campaigns are working and which ones aren't; CTM can reveal everything they need to know about ad efficacy across multiple channels including calls, texts, form fills, and live chat.

## Call Reporting Tools

CTM's call monitoring, recording, transcription, and keyword tracking can reveal how franchises are handling inbound calls driven by those campaigns. CTM keeps both parties informed, accountable, and armed with the knowledge they need to adapt and thrive.

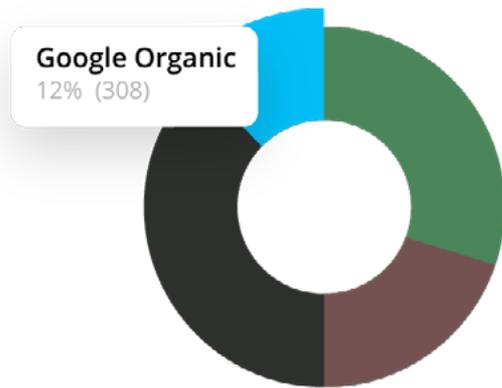
## Accuracy Reports

612 calls | 20,509 visitors



## Calls by Source

January 2022



## Success Story:

# How this franchise leverages one platform for marketing attribution, training, and customer satisfaction

Griswold Home Care, a nationwide franchise that provides in-home care services, first came to CallTrackingMetrics to understand the full journey of a lead within their sales funnel. They assigned unique tracking numbers to their 200+ franchise locations nationwide in order to associate each call that came in with a marketing activity, which gave them a birds-eye view into how each of their individual franchises were performing.

The team has since leveraged the CTM platform for more than marketing attribution. Griswold utilizes the call recordings and transcriptions to train new employees and control quality across their corporate offices, as well as keyword spotting to automatically flag and rate calls based on words spoken on a call, which they then tie back to client NPS scores in order to better report on and evaluate customer satisfaction over time.



*The training tools ensure we're able to provide a better overall experience for clients, caregivers, and prospects.*

**Ron Patterson**

VP of Marketing and IT  
Griswold Home Care

# Local, Global, Connected

Franchising is growing, with technology making it easier and more profitable across the globe.

Data-driven marketing has made it possible to connect with very specific audiences everywhere. And having a parent/central franchisor to help drive national or global brand awareness while local owners cultivate client relationships is the perfect combination.

The connectivity, trackability, and intelligence provided by CTM is a powerful way to integrate these two aspects of the franchise model, ensuring marketing efficacy and sales performance for a growing industry.



To learn more about CallTrackingMetrics and how we can support the growth of your franchise, contact our team to book a demo and get started today.

[Book a Demo](#)

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