

SOLUTION SHEET

The STICKY SITUATION

Brand discontinuity

When running a franchise, some franchisees may try to put their own spin on things and diverge from brand uniformity. It is the franchisor's job to set forth the guidelines and standards that each operation should adhere to, and ensure that protocol is followed. Well, that doesn't always happen.

We've all heard the expression, "the left hand doesn't know what the right hand is doing." Customers rely on a homogeneous approach, and when inconsistencies abound, it portrays an air of unreliability that will surely put a dent in your reputation.

Maintaining consistency for franchises can be a challenge.

But maintaining consistency in communication is as easy as SAS.



Most consumers aren't big fans of change. Dr. Heidi Grant Halvorson, a psychologist and blogger for the Huffington Post, says that people "genuinely believe (often on an unconscious level) that when you've been doing something a particular way for some time, it must be a good way to do things. And the longer you've been doing it that way, the better it is." The same is true of franchises.

There is a reason people keep coming back repeatedly.

"If customers are going to be loyal to a brand, they need to know it delivers time after time, wherever they are. Achieving this across different franchisee operations is never easy – but it's essential to set the tone for behavior that all franchisees will follow."

– Claire Livesey, Managing Director, Circle

The SAS SOLUTION

A unified approach to customer care

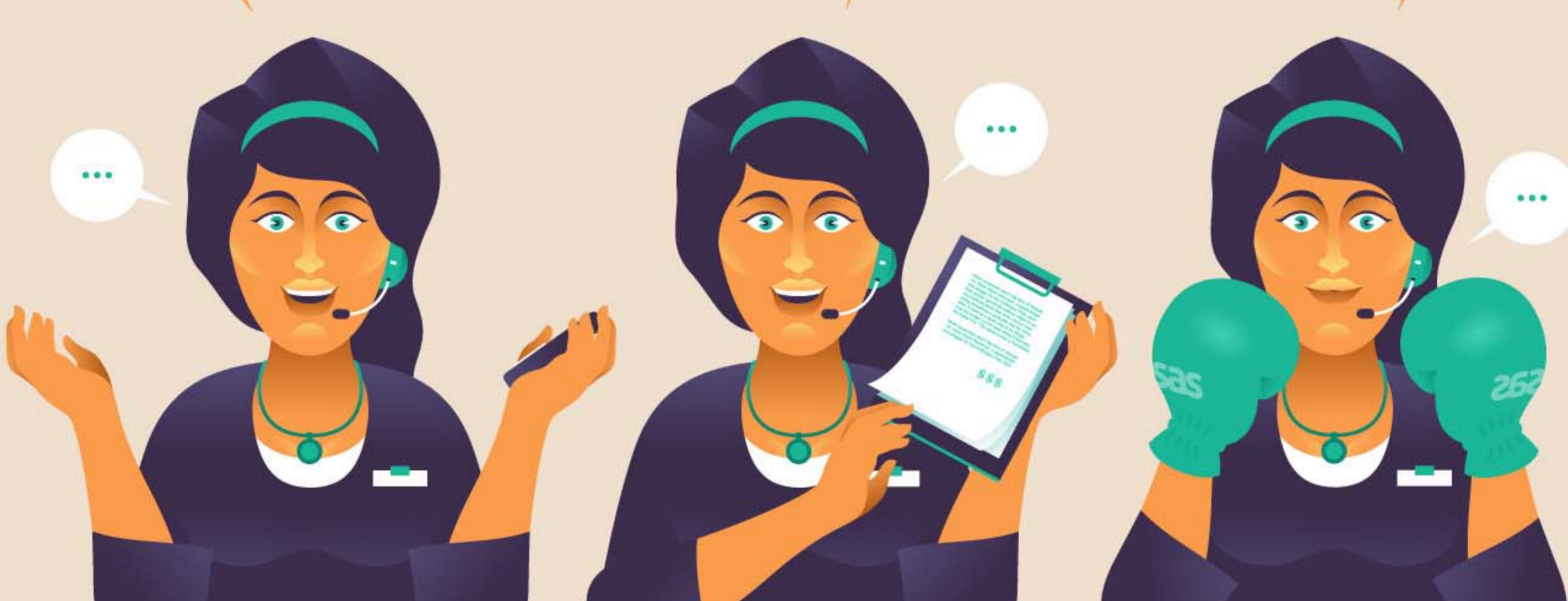
Quality and constancy are the backbone of a successful franchise. You may sell the greatest product or service on the market, but if consumers don't have a strong sense of your commitment to impeccable service, it doesn't matter how wonderful the product is; overall, business will suffer.

"Franchise owners should invest time and effort in helping franchisees understand how the brand will support their business and why they shouldn't deviate from brand behavior. Franchise owners who fail to do this will pay for it later."

– Claire Livesey, Managing Director, Circle

Outsourcing your communication channels to the nation's leading call center reinforces your brand to customers, and makes things easier on franchisees. With one less thing to think about, it makes buying into your business a more attractive opportunity, and gives owners more time to focus on the daily obligations of running their branch. It can also be a financial boon for the franchisor. Here's how:

- 1 SAS is established as the company-wide answering service and each franchisee is instructed to sign on.
- 2 Individual franchisees are billed according to our standard rates and charged full price for services.
- 3 For each franchisee that signs up with us, SAS will give the franchisor a kickback.



The CONTENTED CLIENT

Customized service to the rescue

At Specialty Answering Service, we believe customization is the key to giving your franchising a competitive edge in a flooded marketplace.

Franchises are essentially cookie-cutter businesses. The franchisor dictates the name, the product, and the structure.

So why not dictate the preferred call center, too?



Providing a 24-hour outlet to your establishment reinforces your dedication to excellence. We will work with you to design and implement a plan that is molded to your business model, creating custom in-call scripts, and doing everything from order processing to appointment setting, email response to franchise locate services, and more. If you can dream it, we can do it!

Exceptional care for your customers starts with simplified, unified communication from the industry's best answering service. With our friendly staff and dedication to prompt assistance, every franchise will be providing the same level of support across the board, polishing your image, and inspiring loyalty to your brand.

Specialty Answering Service delivers live voice, web chat, and email response services to small businesses and large corporations across multiple industries.



www.specialtyanswering.com