

# Franchisors - How to benefit

Receiving a 5 Star Franchisee Satisfaction award can help you build trust with prospective franchise owners and differentiate your franchise opportunity from the competition. But by its nature, only an exclusive group of franchisors are ever recognised:



## STEP 1: RESEARCH

We invite all your franchise owners to complete our confidential Franchise Satisfaction Benchmark survey. The survey takes about 15 minutes to complete and there are questions about franchisee support, training and how it has compared with their expectations.



## STEP 2: BENCHMARKING

We will analyse your feedback and provide you with a comprehensive report, which provides a question-by-question break down of your results, franchisees' anonymous comments and benchmark data, so you can understand your relative performance and identify areas for improvement.



## STEP 3: RECOGNITION

Franchisors that receive above average feedback in all key areas are awarded 5 Star Franchisee Satisfaction, subject to Smith & Henderson's due diligence and agreeing to our terms of use.

# Frequently Asked Questions

## WHAT FRANCHISORS ARE ELIGIBLE?

All franchisors with at least 20 franchise owners in the UK.

## HOW ARE 5 STAR FRANCHISES DETERMINED?

See “Research Methodology”

## DO YOU SURVEY ALL OF MY FRANCHISEES?

Yes, all of your franchise owners who are trading in the UK.

## HOW MUCH DOES IT COST?

It depends on the size of your network. Contact us for confirmation.

## ARE THE RESULTS OF THE SURVEY CONFIDENTIAL?

Yes, we will never publish a franchisor’s survey results without their consent.

## I HAVE ALREADY CONDUCTED A FRANCHISE SATISFACTION BENCHMARK SURVEY, AM I ELIGIBLE?

Yes, provided you upgraded to a full report whereby we run the full benchmarking analysis you will be eligible and will automatically be notified by Smith & Henderson if successful.

## HOW IS THIS LINKED TO THE BEST FRANCHISE AWARDS?

Franchisors will automatically be entered into the Best Franchise Awards, which will recognise best-in-class franchisors in terms of franchisee satisfaction and franchisee training and support.

## WHEN CAN FRANCHISORS APPLY FOR 5 STAR FRANCHISEE SATISFACTION?

Any time throughout the year and if successful, 5 Star Franchisee Satisfaction will be awarded within two weeks of your survey closing.