

## Franchise operations trends 2020

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The global business landscape has changed rapidly in 2020. Here are four key issues currently facing franchisors in Canada.

#### 1. Issues with the franchise disclosure and contracting process

- 35% of franchisors not providing initial site-specific disclosure document
  - 50% of franchisors find disclosure/contracting more difficult right now
- Our disclosure process is still paper based which requires printing and shipping.

It's a challenge to make sure everyone is following the right [franchise disclosure and contracting] process.

We are concerned about executing on delivery of FDD to franchisees.

Ensuring continuity of information flow from other parts of the organization is challenging, even when we weren't working remotely.

#### 2. Teams are in transition

The remote work environment changes the way franchise operations teams work, magnifying existing process issues. Top concerns around remote work:

- 80% Process/organization
- 60% Access to essential information
- 47% Data security
- 42% Productivity

One of our top challenges in a remote environment is access to paper files.

Communication is a big challenge for us in a remote working environment.

#### 3. Making the most of technology

Franchise disclosure and contracting support teams are not effectively using (or aware of) technology to streamline franchise operations. Potential to add most value:

- 15% Contract automation
- 25% Franchise management system

## Common technologies used:

1. E-signature software (80%)
2. Customer relationship management (CRM) (70%)
3. Franchise management system (50%)
4. Content Management System (45%)
5. Ticket or tickler system (50%)

More than **40%** of teams are not leveraging available technologies to improve franchise operations.

## 4. Doing more with less

- 44% of teams expect personnel restructuring
  - 30% of teams expect a decrease in external spend
  - 44% of teams expect to keep more work in-house
  - 70% of teams expect the volume of disclosure/contracting to stay the same or increase
- A top challenge for our team right now is how to manage our workload at a minimum cost.