FRANCHISING TECH STACK

Franchisor Facing

- Franchise Development (FD) Marketing Automation
- Sales Acceleration
- FD CRM
- FD Operations Platform
  - Tracking Legal Agreements
  - Workflow Automation
  - Tracking/Archiving Emails

Franchisee Facing

- Learning Management System (LMS)
- Brand Management System (BMS)

Customer Facing

- Customer Relationship Management (CRM)
- Social Publishing
- ROAS Dashboard (vendor performance)
- Franchisee Website
- Customer Portal
- Ecommerce Platform
- POS System
  - cNPS tracking and reviews
    - GBP
    - Yelp
    - Review Sites
  - eNPS tracking and reviews
    - Glassdoor
    - Indeed

Support Desk (ticketing/live chat, dashboards, KPIs)

- Field Performance Dashboard
- Franchise Engagement Reporting (leveraging SSO)
- Knowledge Base (KM)
- Document Management System
- Franchisee Discussion Platform
- Innovation/Collaboration
- Financial Reporting

Artificial Intelligence (FranchiseGPT.org)

WSI