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CASE STUDY:

Firehouse Subs Streamlines and Improves Processes for Franchise Development, Opening New Doors & Managing Information



About Firehouse

Firehouse Subs is a fast casual restaurant chain with a passion for Hearty and Flavorful Food, Heartfelt Service and Public Safety. Founded by brothers and former firefighters Chris Sorensen and Robin Sorensen, Firehouse Subs is a brand built on decades of firefighter and police service, steaming hot subs piled higher with the highest quality meats and cheeses and its commitment to saving lives through the creation of Firehouse Subs Public Safety Foundation. Firehouse Subs consistently ranks No. 1 among fast casual brands in the categories of food quality, friendly service and taste and flavor.

Firehouse Subs sat down with FranConnect to discuss how FranConnect is helping the company meet its business goals. Featured in this interview is **Brent Greenwood, Director of Franchise Development**, and **Kristen Moore, Director of Franchise Administration**.

Their Goals

- Continue to grow the brand in the United States, Canada and Mexico through the company's franchising model, using the company-owned locations, as well as franchise locations, to validate the opportunity
- Continue to grow the average unit volume per restaurant by continuing to deliver the programs, support and technology the franchisees need to succeed
- Continue to grow Firehouse Subs Public Safety Foundation, which is dedicated to improving the life-saving capabilities and the lives of local heroes and their communities



How is FranConnect helping your business?

Brent Greenwood: Our sales cycle has decreased by nearly 50%, in a large part, due to FranConnect.

We've been able to award more franchises by using FranConnect. Much more than we would have without it.

FranConnect helps us **better manage lead flow**. We have a lot of interest in our brand—hundreds of inquiries a month through many sources—and FranConnect ties in with any lead source and auto-creates a lead in the system. We manage the entire lead process with FranConnect.

Kristen Moore: FranConnect helps us ensure that our new restaurants are complying with standards and completing all the tasks required for opening a new restaurant. For example, the picture checklist feature allows us to see progress (equipment installation, restaurant design standards, etc.) in the restaurants without having to physically be at each location.

Our area representatives (ARs) and headquarters staff can see the latest status and progress of all of the new restaurant openings at any given time. We now have a more accurate picture and forecast on how we

are performing against goals.

FranConnect is great for streamlining the new restaurant opening process. It keeps new franchisees, our ARs and various headquarter staff members on task on their way to opening a new store.

What FranConnect capabilities really stand out?

Brent Greenwood: The ability to **electronically disclose our candidates** has been a real game-changer for us. Before using FranConnect, we had to manually prepare and distribute hard copies. It really slowed down the sales process. The gap between first contact and getting the documents into the hands of the candidates was too big, it could put the deal in jeopardy. With FranConnect, we get the FDD to them very quickly. It makes a big difference.

Kristen Moore: FranConnect is a great tool for **keeping everyone on task against their goals**. We especially like that FranConnect automatically sends overdue alerts to someone if they are behind on a specific task.





How are you using FranConnect software?

Brent Greenwood: Our search for a new CRM system led us to using FranConnect throughout the company. Other solutions didn't have the benefit of being built for franchising systems. Now, almost everyone in the company uses one system, FranConnect. FranConnect also gives me and my team **a single solution for everything we need to develop and award franchises.**

Kristen Moore: We **manage and track the entire process of opening a new restaurant** with FranConnect—from getting a lease on the property to opening the front doors. ARs, franchisees and headquarters all use FranConnect to stay on board with the project. Everyone is in tune and in touch with the status at any given time. It keeps us organized and helps us communicate more efficiently. Instead of printing and distributing hard copy manuals, which can quickly get out of date, FranConnect steps the franchisees through a detailed checklist.

With FranConnect, if you make changes, everyone sees those changes immediately. We've virtually eliminated the potential for any big hiccups. Owners no longer feel overwhelmed with all of the tasks required of them. We also use FranConnect to keep our franchisee information organized and up-to-date. **There's one place to go for this vital information.** We no longer need to chase after paper files or spend time finding and filing the information.

About FranConnect

FranConnect is the leading franchise management software provider. For 20 years, the FranConnect platform has served as the sales, operations, and marketing backbone for approximately 900 brands worldwide. Nine of the Franchise Times Top 10 Fastest-Growing franchise businesses rely on FranConnect to drive growth, improve profitability, and streamline operational performance. FranConnect customers span all sizes, growth phases, and industries and they grow 44% faster on average than the broader franchising market. Backed by private-equity investor Serent Capital, FranConnect is headquartered in Herndon, Virginia, with global operations in India and Canada.

For more information on FranConnect, visit www.franconnect.com.



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