



WHITE PAPER

FRANCHISEE COMMUNICATIONS CHALLENGE,
HOW IT WAS MET AND THEIR DIGITAL
ADVANTAGE EXPERIENCE.

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The Challenge from a multi-store Franchisee:

“Make it easy for my stores to communicate with each other and our home office.”

The Franchisee needs:

- To know what their monthly communication costs are going to be for the next few years.
- To have a phone system that is easy to use.
- To have the phone system do what you want it to do without having to worry about it.
- To have employee information sent to the Franchise Home Office easily and securely.

To have:

- Administration in easy contact with employees,
- Voicemail to email for operation staff.
- Easy contact to home office employees.
- Data backup off site, in Canada.
- Employees of different stores get in touch easily.

How we met the Challenge:

We installed new, updated technology that included the following features

- a. Voice mail and email.
- b. Caller ID, name and number
- c. One touch dialing and emailing
- d. Dial by store number

- We provided new phones, new multifunction devices (print, fax, scan) and new email.
- We pre-programmed the phone system of the store by their unique store number or extension to allow quick dial to each of the stores number or extension.
- We standardized the equipment at each location. This way the employees only have to be trained once if they are moving between stores.
- We installed one-touch scan to easily send new employee information to Home Office and orders to Suppliers.
- We directed all store bound faxes to Home Office.
- We provided a personalized domain name for the Franchisee. This allows the Franchisee to maintain email addresses and control their Brand throughout their ownership.
- We migrated data backup from a company with out of country servers to our off-site backup servers located solely in Canada.



Their Digital Advantage Experience:

- The Franchisee cut their monthly communication expense by 30% for the next few years.
- NO UPFRONT capital costs were incurred.
- NO DOWNTIME was incurred during the transition.
- The installation of all equipment was completed at 7 locations in 4 days.
- Key employees were trained on the day of installation.
- Videos were made available to train new key employees or to be viewed by already trained employees.
- Excellent service and support.