

FranScape  
Franchise Software



# FranScape

Accelerate  
Your Growth



## DRIVEN BY A NEED FOR CHANGE



5 years ago I was in the process of building what has become one of the largest and most awarded franchised brands in swimming. I knew that to effect change we needed to deliver a customer experience that was in line with the best retail brands and do so with systems that also drove efficiency throughout our business operations.

We began the search for a system that could not only deliver the booking experience we wanted to offer our customers, but also the back office systems to manage bookings, venues, instructors and payments. Of course, all of this had to work within the very particular business model of franchising. We were surprised and frustrated to learn that no such thing existed, there were point solutions in every area, but none were built for franchising and none of them really talked to each other.

I was shocked, how could such a thing not exist in an industry worth billions of dollars globally? We then faced a choice, do we stay in the dark ages with cobbled-together systems or do we take a deep breath and try to build something ourselves? We chose to build and to help propel the entire industry forward in the process.

My perspective on life has always been to do things properly, to invest in excellence and that's what we did with Franscape, using our franchise business as our lab, allowing us to quickly learn what worked and what didn't. In the process we won multiple awards for customer experience and digital innovation propelling our business forward to triple-digit growth and when we knew we had the formula right launching Franscape to help other franchisors achieve the same growth.

Today through continuous innovation and improvement we have created a product that is truly industry-leading and getting better all the time.



**Theo Millward**  
CEO

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## SECTION 01.

# Why You Need Franscape

There is somewhat of a paradox in franchising that whilst every franchise exists to serve the needs of its end customers, many if not all franchisors seem to end up placing the desires of their franchisees above the needs of their customers. Over time this often leads to a lack of investment in the type of infrastructure that drives the business forward.

This is overlaid with the other uncomfortable truth of franchising - your customers don't care you are a franchise! Customers judge your business in the same way as they do any other consumer brand - does it meet their expectations around key factors like how easy are you to do business with, how well you manage customer service and issue resolution, how much do they trust you, the quality of your online presence and so on. The problem faced by many franchise businesses is that all the time they aren't focusing on customer experience, these expectations are getting ever higher and the gap they need to bridge is becoming ever wider.

### Customer expectation shift:

- Customer interactions are now digital first, which means the first judgement a new customer will make about your brand is via your website, normally on a mobile device.
- 87% of buying journeys now start online
- 75% of consumers expect a consistent and frictionless experience on every digital touchpoint for your brand.
- 82% of consumers expect an immediate response to sales and marketing questions.
- In 2021 94% of global internet traffic was via a mobile device.
- The average daily use of a smartphone is 2hrs and 34mins.
- UK adults spend over £2bn a month on transactions conducted on a mobile device.
- UK digital spend increases 10% YoY.
- 80% of consumers say the experience a brand provides is just as important as its products or services.
- 59% of consumers have higher expectations today than they did a year ago.

### Franscape gives you an out-of-the-box solution that has 3 key benefits:

#### 01.

Enabling your customers to complete a confirmed booking via a mobile device in less than 1 minute.

#### 02.

Allow customers to self-service their own booking via a mobile-friendly customer portal 24hrs a day and have the data from that booking centralised into a fully-featured franchise management system instantly.

#### 03.

Collecting your royalties from that transaction at source splitting and channelling the funds to your and the appropriate franchisee's bank account.

**All for a low monthly cost with continuous improvements included to ensure you always keep pace with shifting customer expectations.**



SECTION 02.

# What You Get With Franscape



## SECTION 02.

# Three Elements. Unrivalled Capability.

Franscape combines everything you need to deliver an outstanding customer experience with powerful management tools that enable you to operate your business with maximum efficiency.

The Franscape system includes three primary components, a class finder and booking tool that can be seamlessly integrated into any website, a customer portal and a full-featured management tool and associated back office app, jam packed with powerful productivity features.

### Finder

Find, book and pay for a class from any device in less than 60 seconds, with the data instantly delivered into the Franscape system. The finder easily integrates into any website and offers a fast, information-rich booking experience.

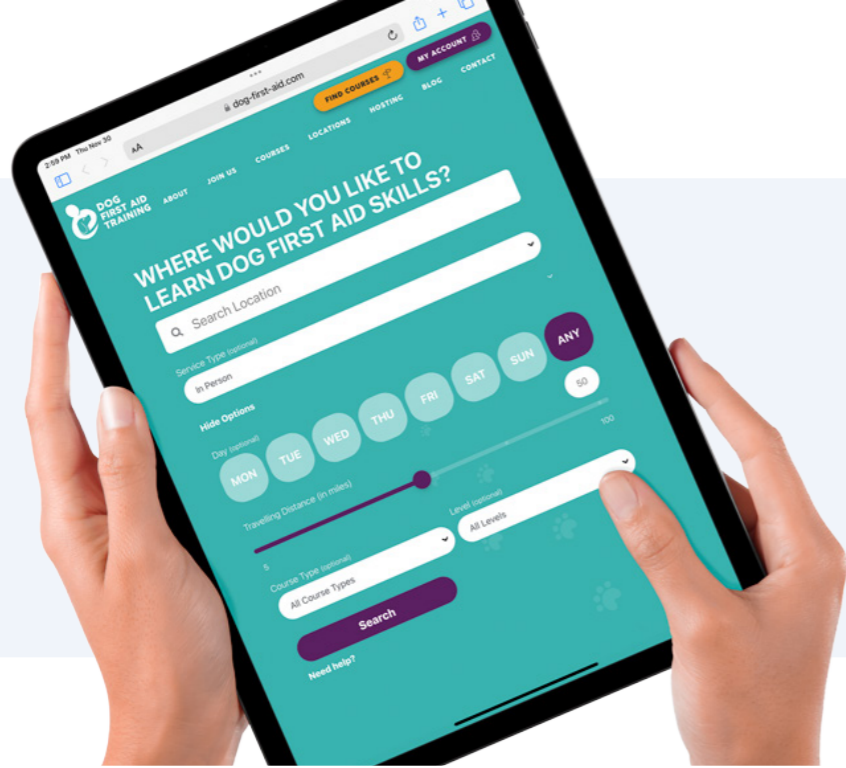
### Customer Portal

The vast majority of inbound enquiries to any activities business are one of three things. Payments, changes of customer information and booking enquiries. Our portal makes all of these 100% self-service.

### Franchise Management

Our main system combines CRM, ERP and MIS functionality into a single, simple to use tool designed just for franchises. Manage Franchisees, Customers, Locations, Staff, Communication and your Services, all in one place.





## FINDER

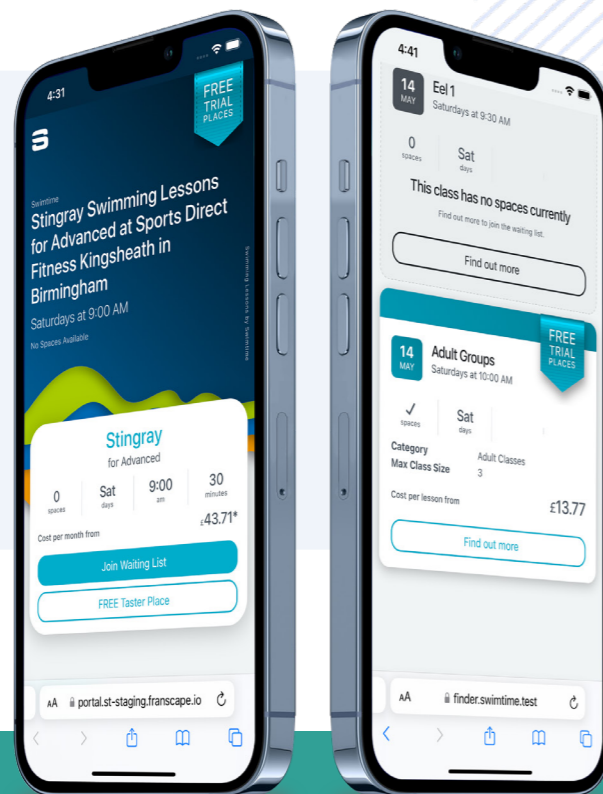
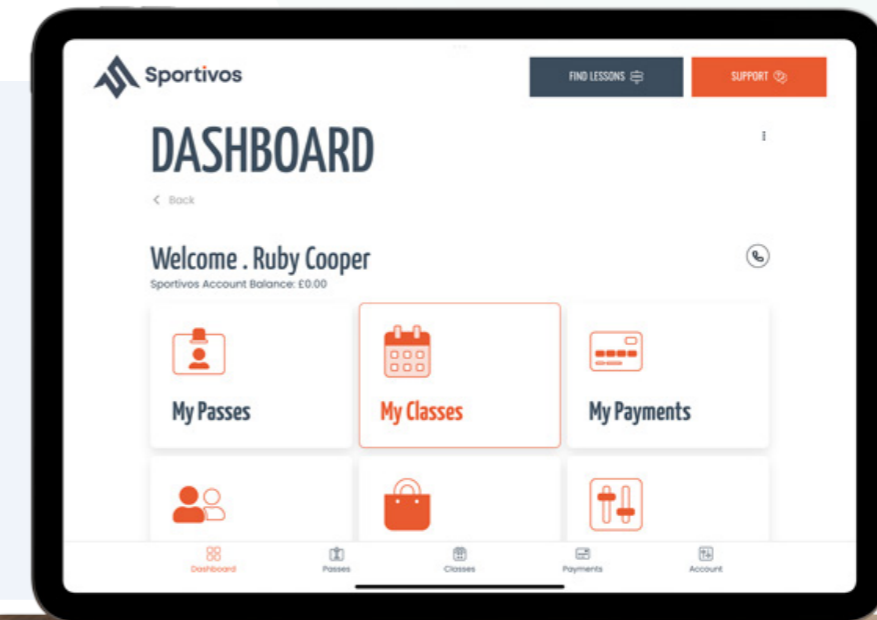
# Find and Book Classes

The data and many years of first-hand experience tell us two things - your customers are busy and they are on their phones. The finder is optimised to excel in both situations with a typical booking taking less than 60 seconds to complete on our fully mobile-optimised tool. The best thing is that it will work with any website or even on a standalone link.

## CUSTOMER PORTAL

# Self-serve Customer Portal

Are your team constantly answering the same questions from customers and helping them solve the same problems? The majority of customer enquiries are around three things: payments, bookings and personal information changes. The Franscape portal integrates into your website just as easily as the finder and lets your customers take control of their accounts saving you time and money and allowing them to resolve problems instantly 24/7.



## SESSION STRUCTURE

# Pricing: Your Way

Whether you charge per block of lessons, monthly or offer trials, FranScape has you covered. Set different payment types for different services you offer and measure their popularity to inform your strategy.



## Reports

### Sales



#### Customer Credits

A view of all customer credits by reason



#### Monthly Payments

View all past and scheduled monthly payments



#### Non Stripe Payments

View all payments not taken by card



#### Order Breakdown

Figures for all 'Paid' welcome pack orders



#### Outstanding Balance

View all customers with an outstanding balance



#### Payment & Refund Report

View details of Payments & Refunds over a chosen date range



#### Transaction Totals

View all transactions by type

### FRANCHISE MANAGEMENT

## Full Franchise Management

Are you grappling with multiple tools not really designed for the needs of your business? Franscape is designed to be the control room for your entire activities franchise. It allows you to manage customers, venues, staff, courses and individual classes all in one place and works seamlessly with the finder and portal. Your franchisees can access their own data, your instructors can use the web app to see their classes and attendees in real-time. It even helps you take franchisee royalties at source.



### SECTION 03.

# Customer Spotlight: The Creation Station

Discover how Franscape and The Creation Station have worked in partnership to deliver some incredible outcomes since implementing the software.

## Need

In early 2021, multi-award-winning network The Creation Station was looking for the best way to supercharge their network out of the pandemic. Their existing technology was inflexible and proving expensive to adapt.

## Action

The FranScape team provided a comprehensive overview of the platform providing inspiration on the possibilities for the brand. Prior to making a decision, a Technical Consultation was carried out which ensured FranScape was the right fit for everyone. Once the decision was made to move to FranScape, the team took care of everything supporting the brand through the migration process and onboarding of an 80 strong network in 3 months.

## Benefit

The Creation Station has awarded eight franchises since implementing FranScape and has seen an 18% increase in Network Revenue in just 3 months. The Creation Station have a true partner in FranScape, getting help and support regularly. In addition to this, they enjoy the ability to input into their inspiring creative and fulfilling business to make the most of the technology to support their continuing growth plans in the UK and abroad.





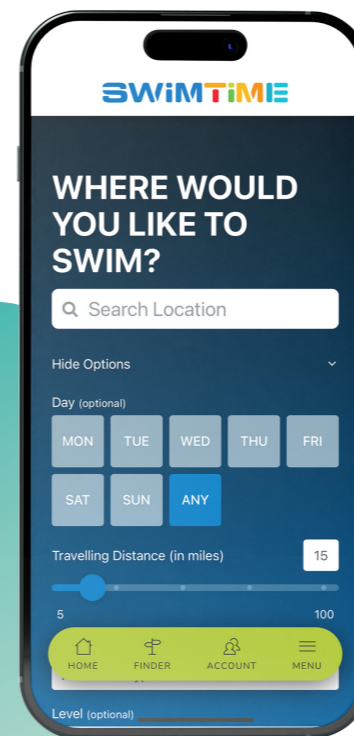
SECTION 04.

# Product **Focus**





# Finder



## FINDER

### End to end in less than 60 seconds

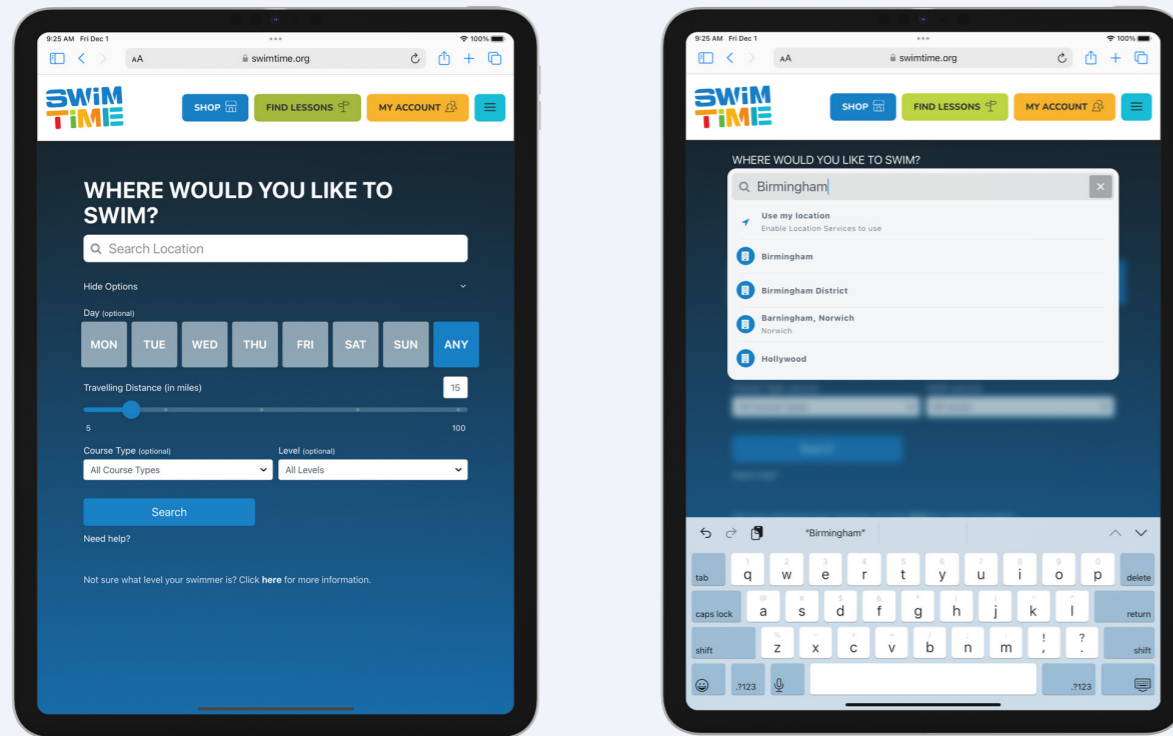
Your customers are busy and they're on the move, which is why our Finder is made mobile-first. We use a proven user journey to get your visitors from the first click to payment in less than a minute.

#### AWARD-WINNING USER EXPERIENCE

### Exceed your customers expectations

Franscape powered SwiMtime to win gold in both the UK Digital Experience Awards and the International Customer Experience Awards and the Finder is a big part of that. We have refined the booking process based on years of experience and a raft of different implementations across different businesses and use cases to ensure you can deliver an award-winning experience to your customers out of the box

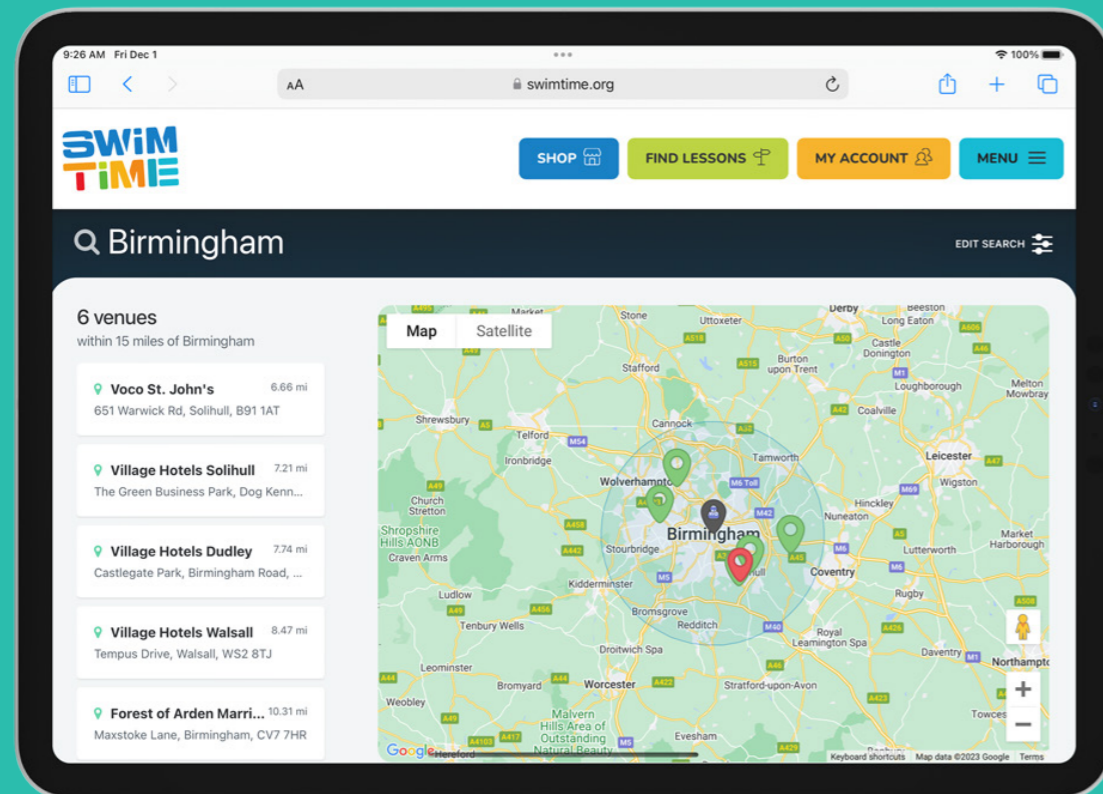




## SIMPLE INTEGRATION

# Add to your website in a couple of clicks

With our guided onboarding and option for custom branding, we help you tailor the look and feel of the finder to suit your website. It's then as simple as adding a small snippet of code to every page you want the finder to appear on. With our simple step-by-step guidance you don't even need a developer and it works with every website platform.



## ADVANCED MAPPING INTERFACE

# Get your customers to the right session

Our advanced mapping interface quickly and simply indicates the location and availability status of the venues closest to the user. Giving them all of the information they need to choose a location and nothing that distracts them.



## RICH INFORMATION

# Key booking information at a glance

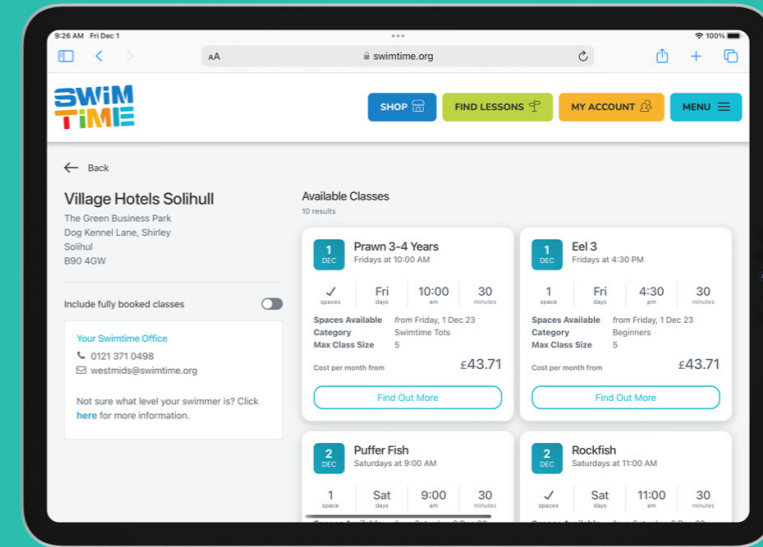
Once the customer has selected a venue we then surface all of the Services with availability along with all of the key information they need to make a decision as to whether it is right for them without needing to click into it.



## FULL ACCOUNT INTEGRATION

# Only enter key information once

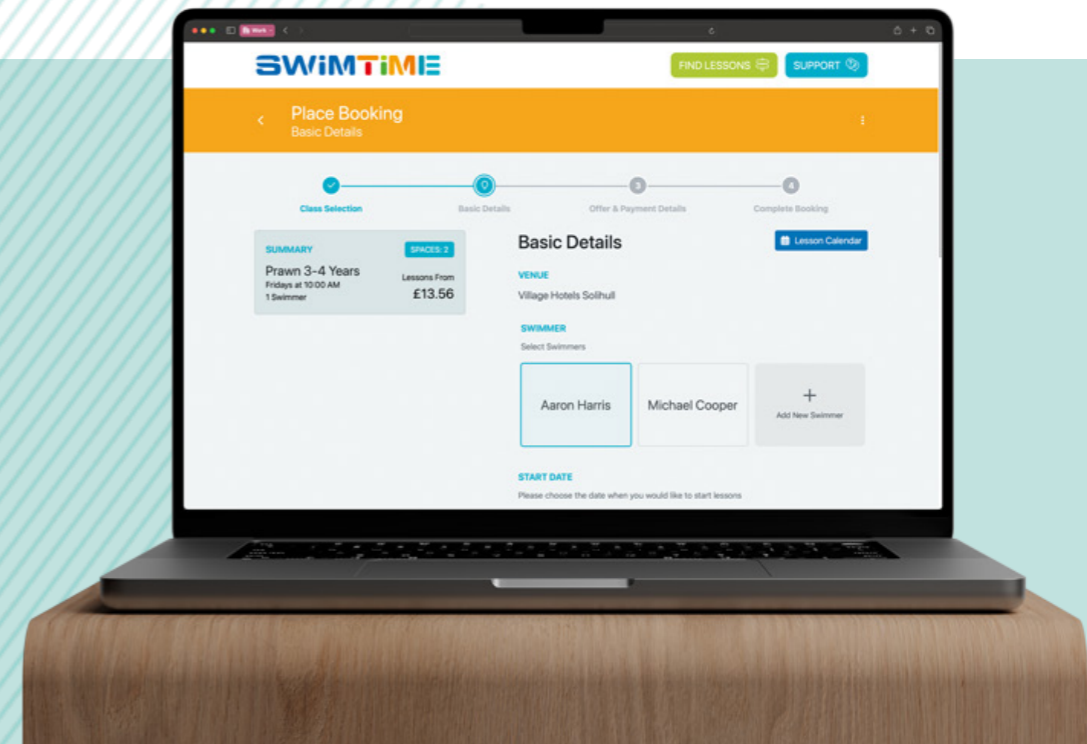
The finder is fully integrated with our customer portal. New customers will be asked to set-up an account, which will store all of their information, including secure storage of card details. Returning visitors simply log-in and have the option to review their booking before completing the purchase in a couple of clicks.



## DYNAMIC SERVICE INFORMATION

# No questions left unanswered

One of the biggest barriers to converting visitors into customers is not giving them the information they need to feel confident in making a decision to sign-up. Our dynamic service information pages are built from the information you enter into the main system and provide answers to every common question.





## CUSTOMER PORTAL

# Empower your customers

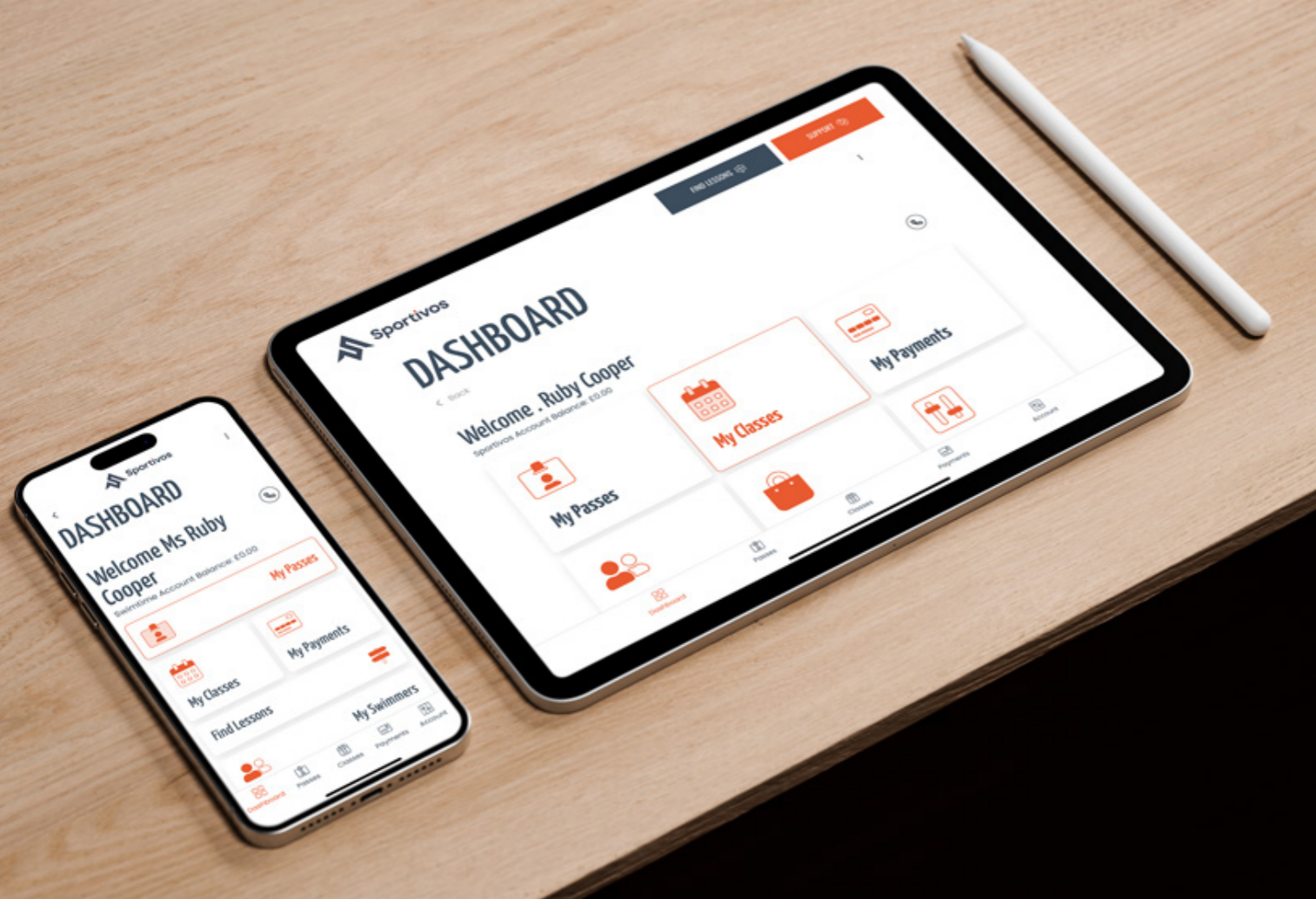
Nobody likes waiting on hold for a contact centre or days for an email reply when all they wanted was to perform a simple task like updating card details or cancelling a service. Our customer portal makes these possible in a couple of clicks with no input from your team.

## CUSTOMER ENQUIRIES STREAMLINED

# Save valuable team time for things that really make a difference

The vast majority of inbound enquires into the average franchise are about one of three things: payments, bookings and information updates. The portal allows customers to self-service these requirements 24/7, 365 with no input required and everything is updated in the central franchise management tool. This gives you time and money back to invest in the things that really matter, like a holiday.

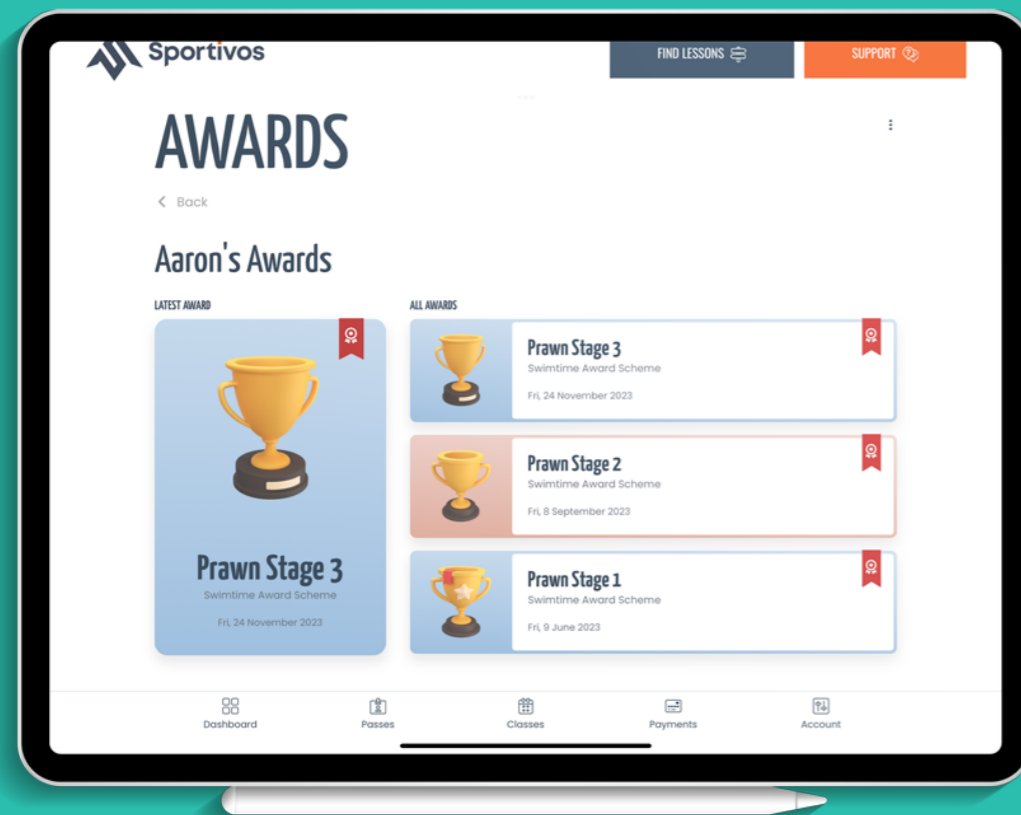




## DASHBOARD

# Simple and quick to use

All of the key functions most customers want to perform are easy to access and simple to undertake with a clear, mobile-friendly interface.

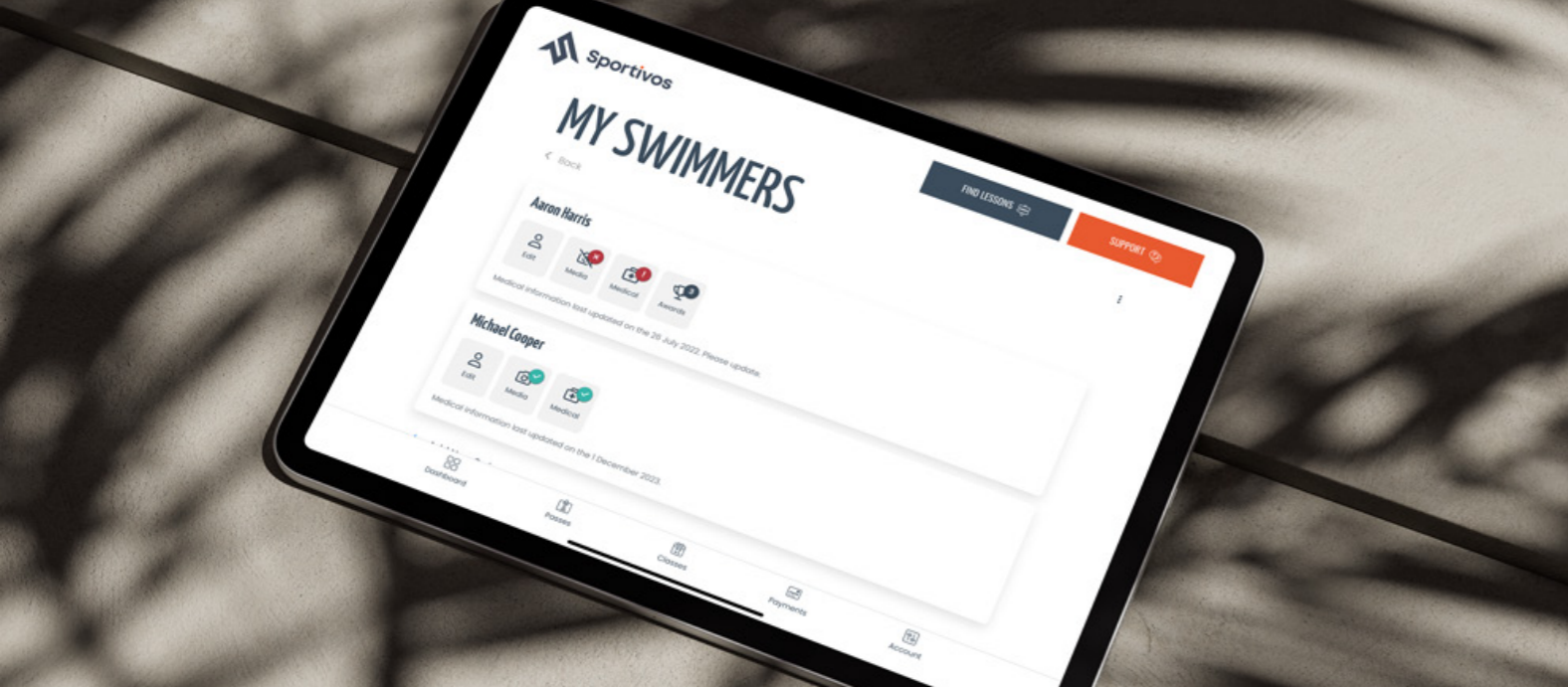


## ACCOUNT

# Payments, personal info & passwords

Ensure all the key information you need is kept up to date with simple options to update personal information, manage card details and change passwords.





## PARTICIPANT INFORMATION

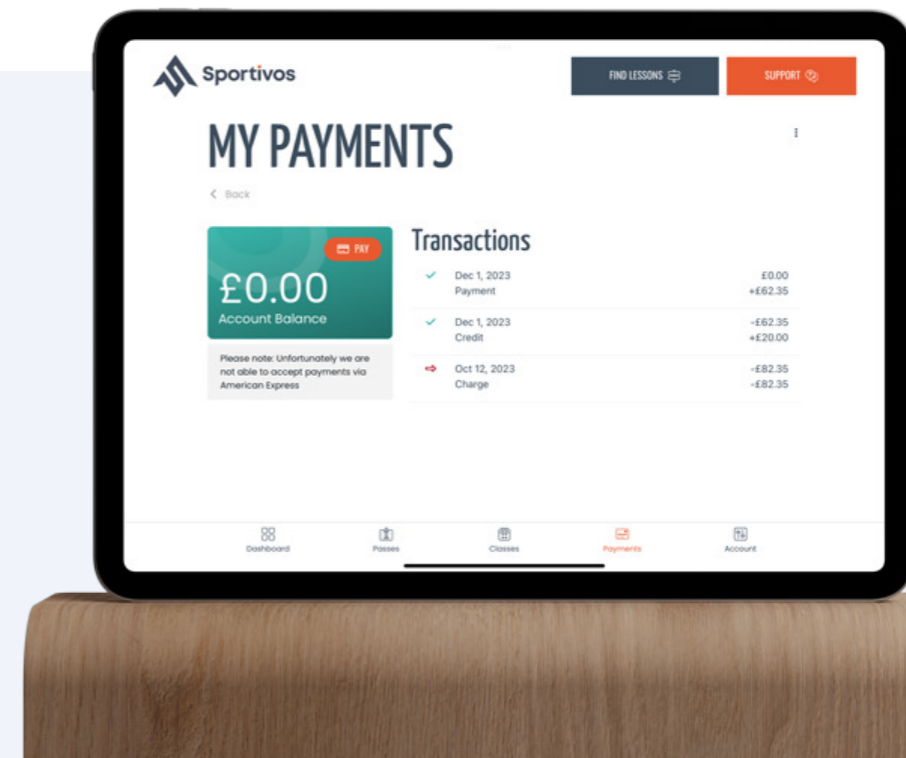
# Record critical information

Allow customers to add any participants, share necessary information and, if required for your brand, update their medical details so that your on-site teams have everything they need to deliver a great service.

## PAYMENTS

# See transactions, refunds & balances

Share a record of every transaction, from payments to refunds and outstanding balances. This even gives them the ability to paydown overdue balances without the need to speak to your team or accounts function.

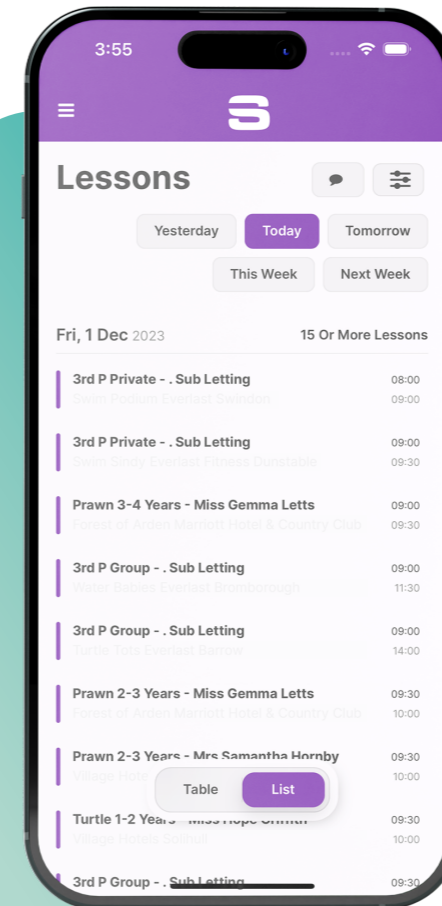


## CLASS INFORMATION

# View & manage bookings

Show your customers every session they have booked past, present and future and allow them to alert you if they aren't going to make it.





## FRANCHISE MANAGEMENT

# Manage everything from one place with ease

The Franchise Management tool is the heart of the Franscape system. It contains and lets you manage every booking, payment, venue, instructor, franchisee, royalty and critical customer communication all in one place.

## SAVE TIME & MONEY. IMPROVE CUSTOMER EXPERIENCE

# Get Franscape on Your Team

Franscape is like having a member of your team that can lay their hand on any document in a second and never forgets anything. Ever. It doesn't even ask for a day off. With a full-featured set of tools designed specifically for activities businesses, it has everything you need to supercharge the efficiency of your organisation helping you grow faster and more profitably.

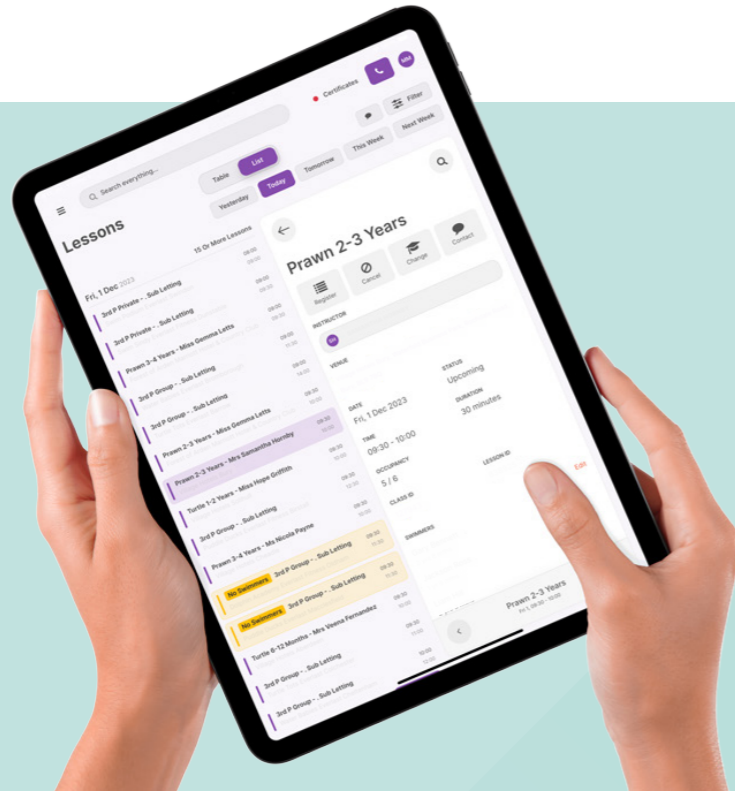




## DASHBOARD

# Your business performance at a glance

Information is power, the power to direct effort and resources to where it is needed most to deliver business impact you can measure on the bottom line. The dashboard is your hub within Franscape and works for franchisors at an aggregate level and shows franchisees just their territory information. See everything from occupancy rates to territory information to key financial metrics all in one place.



## CRM

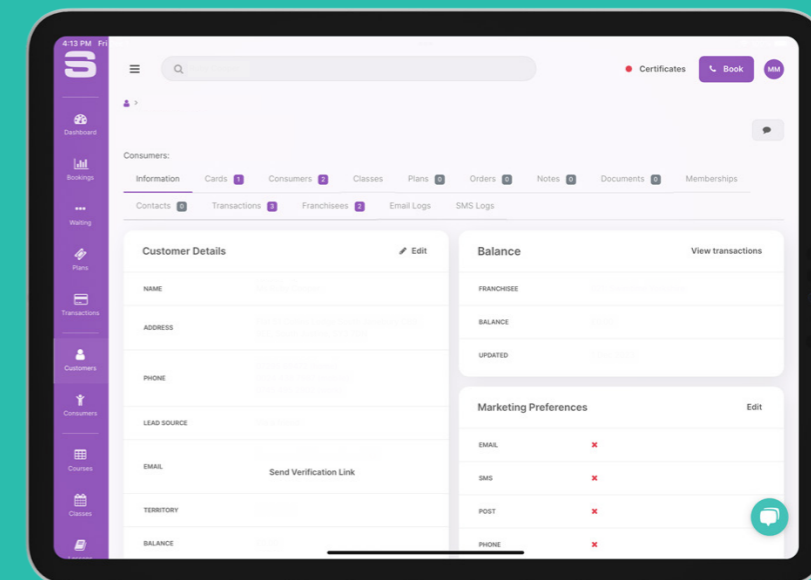
# Know your customers inside out

Our inbuilt customer relationship management tool seamlessly sets up a customer when they first book and records every transaction and interaction you have with them. Record customer information, attendee information, rewards and certificates, transactions, communication records all in one place and access them in seconds.

## LOCATION MANAGEMENT

# Record, manage, and measure

Understand in seconds your best and worst performing venues based on occupancy and profitability. Manage key information like location contracts and rates ensuring you have the information you need to optimise your estate by focusing marketing on locations that have low occupancy, working to boost capacity in your best performing locations and saying goodbye to the ones that aren't making you money.

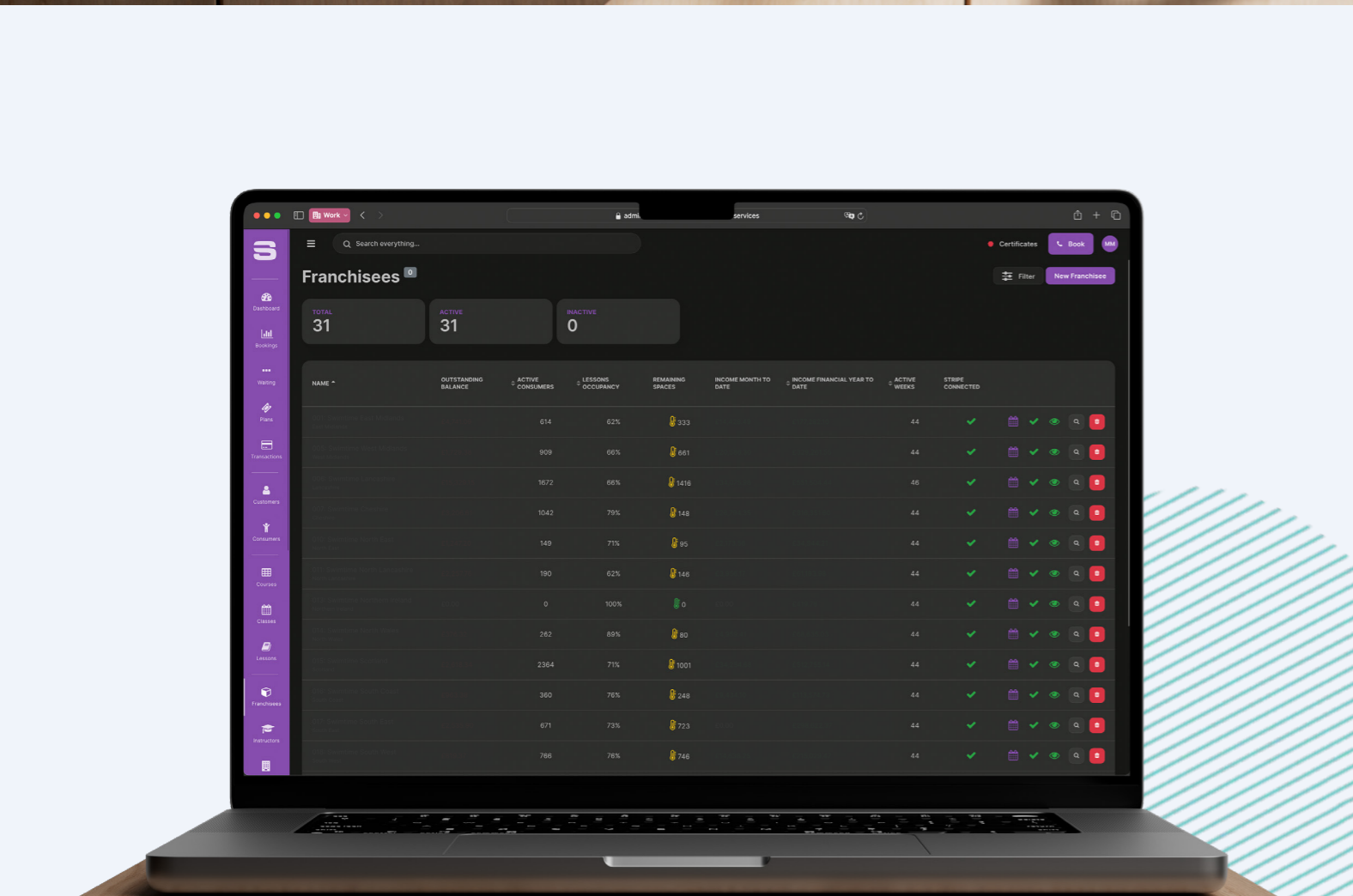




## INSTRUCTOR MANAGEMENT

# Manage your biggest asset

Where would we be without our team? Franscape helps you to help them by ensuring that key compliance points like DBS checks and training certificates never go out of date, rates of pay are recorded and tasks are allocated accurately. We even have an instructor-facing web app that lets them see who is in every class they teach, measure attendance and give feedback.

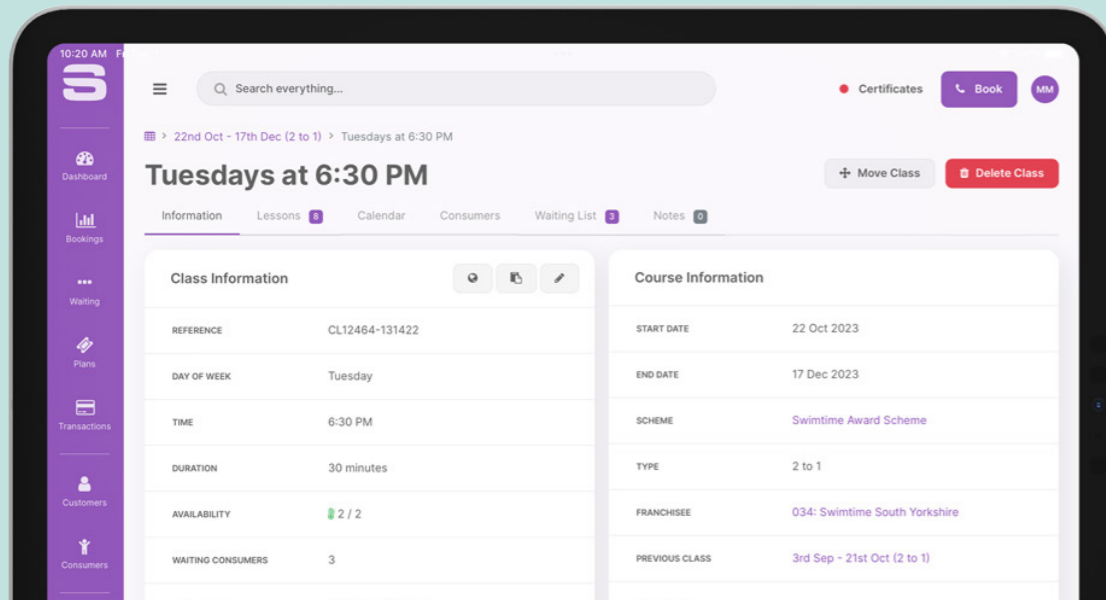


## FRANCHISEE MANAGEMENT

# Build the partnership

Franscape allows you not just to record franchisee information but also supports you in managing your commercial relationship with them. We record detailed territory information to ensure disputes are simple to solve, we collect royalties of all types at source and pay them to you instantly, we record the financial performance of individual territories allowing you to give support when it is needed and to easily understand who your best performers are.

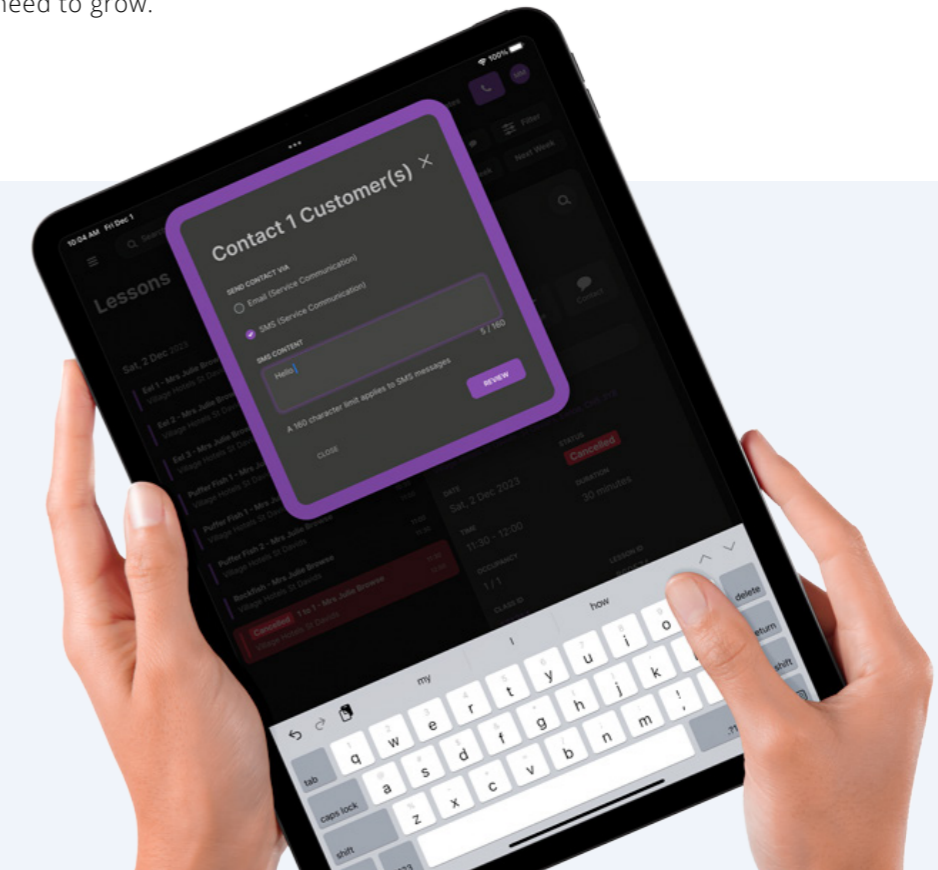




## COURSE & CLASS MANAGEMENT

### Set up & measure every class

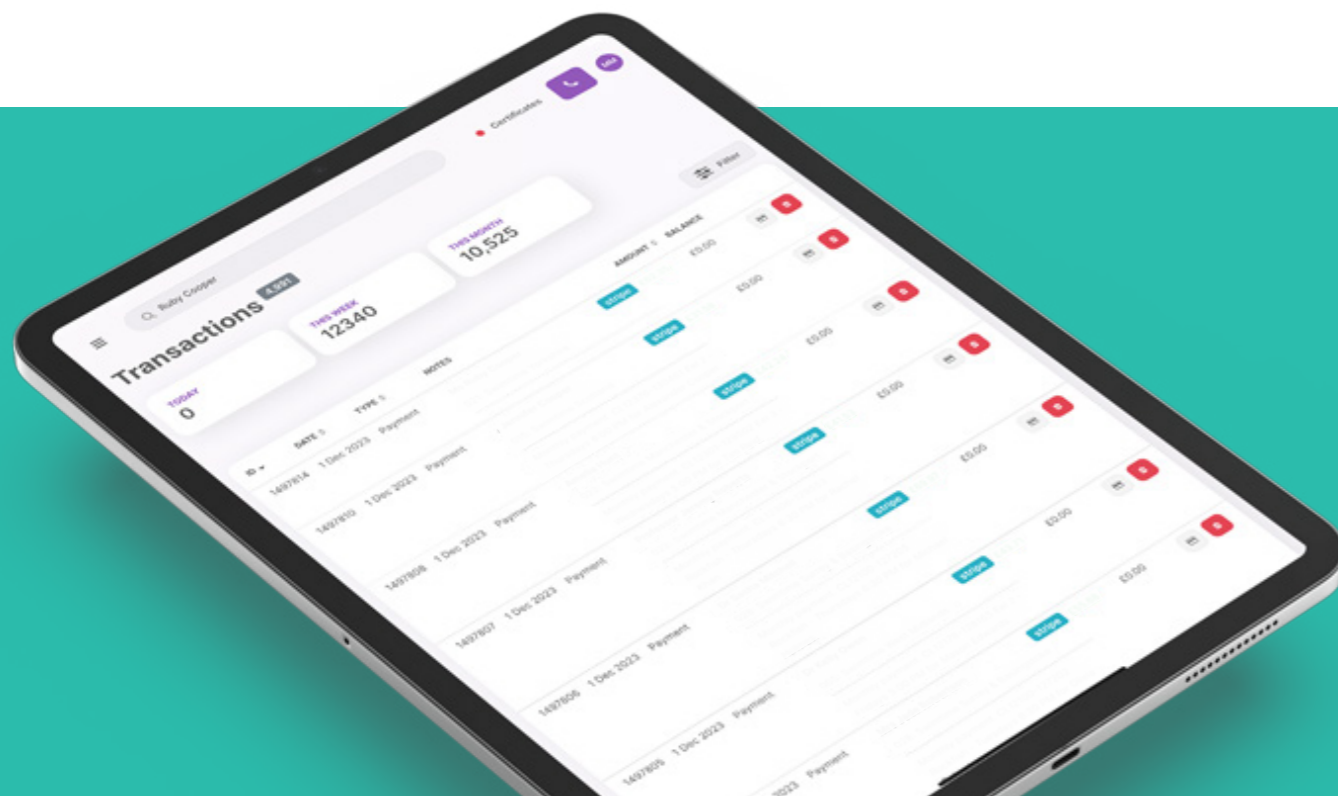
The course and class tool link directly with our finder so you can easily set up and clone courses and classes with all of the information your customers require to make a booking. You can also allocate classes to venues and set pricing to dynamically measure profitability based on fill rates in real-time ensuring you have all the information you need to grow.



## OUTBOUND EMAIL & SMS

### Customer contact simplified

Critical communications to customers such as confirmations, cancellations, payment reminders and much more can be automated directly from the system. Say there is a water leak at a venue, Franscape knows who is scheduled to attend and with a couple of clicks you can SMS message every attendee in moments. Please note there is an additional cost for this service.

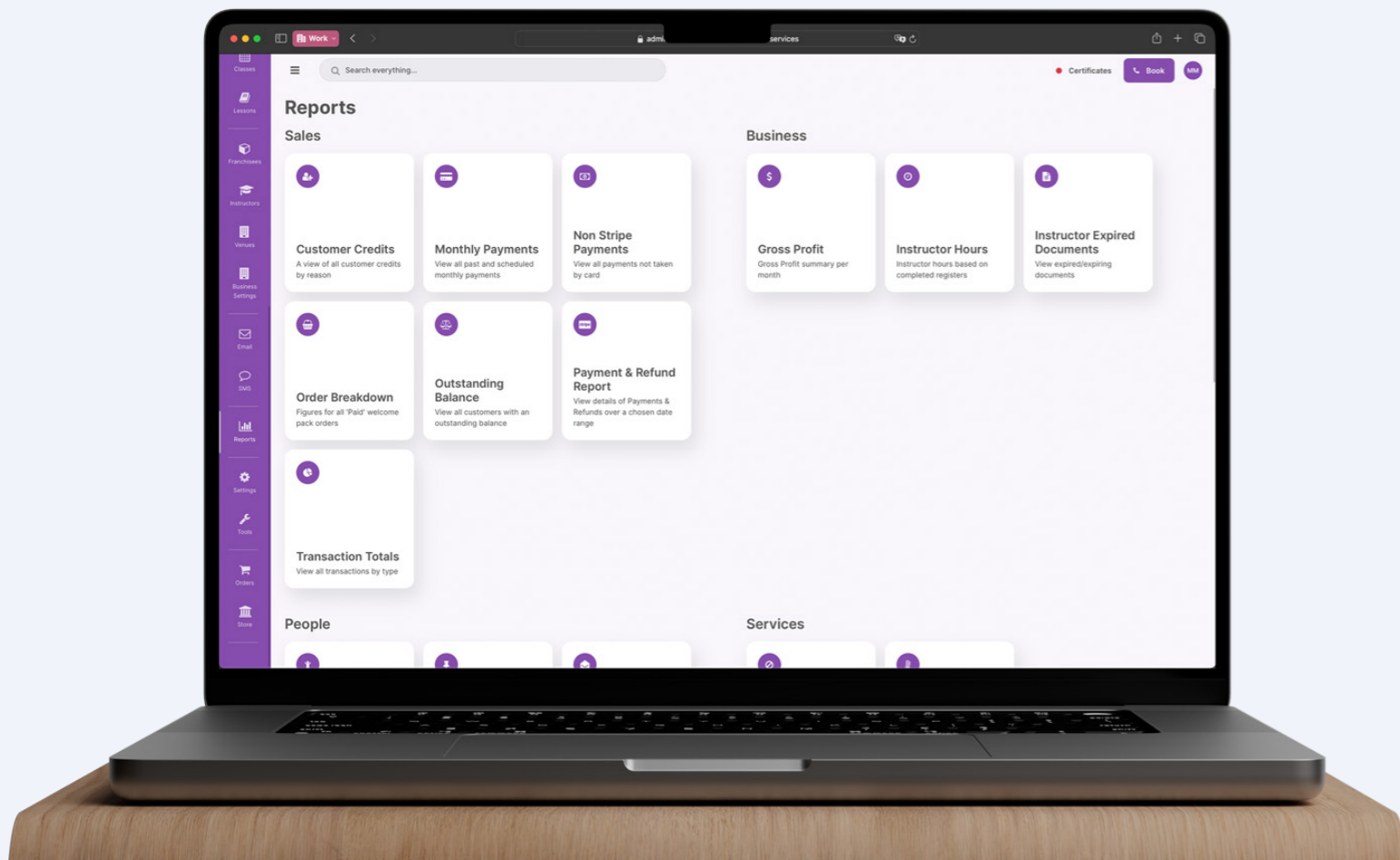


## PLAN & TRANSACTION MANAGEMENT

### Manage every penny

Franscape is linked directly with Stripe so helps you collect, manage and report on every penny that enters your business. You can set-up monthly payment plans, take individual transactions over the phone, deliver refunds in a couple of clicks and report on all revenue that enters the business by customer, venue or franchisee.





## REPORTING SUITE

# No nasty surprises

We don't just report on revenue and profitability, we also help you head off operational issues before they occur. For instance, our 'Instructor Expired Documents' report will tell you network-wide who has expiring certifications of checks in the next month allowing you to proactively manage the situation keeping your classes running and your customers safe.



A child in a swimming pool wearing goggles and holding a Batman inflatable ring.

SECTION 05.

# Customer Spotlight: **Swimtime**



## CUSTOMER SPOTLIGHT

# Swimtime

Discover how Franscape was developed within the Swimtime business propelling it to triple-digit growth in just a few short years.

### Need

Swimtime had a simple but audacious goal, to revolutionise the way people learn to swim, the management team had huge experience in this area coming from one of the sports governing bodies and they knew that it wasn't just what happened in the pool that counted, it was the entire experience - for the kids, the parents and carers booking the lessons, the instructors and in their case the franchisees of the business. They were looking for a system to bring all of these elements together into a single solution with which to deliver a world-class customer experience within the traditional but well established swimming business they had acquired.

### Action

To their surprise no such system existed, particularly not when the franchise business model was taken into account. There was but one solution to ensure they met their goal - to build it themselves. Fast forward a year or so and the system that became Franscape went live. The results and the awards followed almost immediately. The increase in revenue was significant and used to develop the system into what you can buy today.

### Benefit

You can pinpoint the moment the system went live easily on Swimtime's revenue report as it took a distinctly upwards trajectory. The immediate game changer was the collection of royalties at the point of transaction, which had a significant positive cash flow impact. The speed and quality of the booking process also manifested itself in a big reduction in abandoned sessions and uptick in conversion rate on the website. By the end of the first year most franchisees were beyond capacity with waiting lists in operation at most locations (a situation that remains to this day). Within 2 years revenue was up over 150% and the brand had won multiple awards for their digital experience. The Swimtime business now has a new management team and is continuing to scale new heights using Franscape.



SECTION 06.

# Implementation



# With you **every** step of the way

When you decide to bring Franscape onboard we are with you every step of the way, not just from a technical standpoint, but also to help with user and franchisee adoption best practice. Our customer success team will map out onboarding to minimise business disruption and ensure a smooth transition from your legacy systems.

01



## Branding & Personalisation:

We personalise every element of the system to match your brand colours and fonts to ensure a seamless transition from your website to the Franscape tooling.

02



## Deployment

We deploy your instance of Franscape into our highly secure and resilient AWS environment, connecting to your domains.

03



## Website Integration:

We guide you and your development team through implementing the finder tool on your website.

04



## Training:

We provide comprehensive training to your team to ensure you know the system as well as we do.

05



## Ongoing Support:

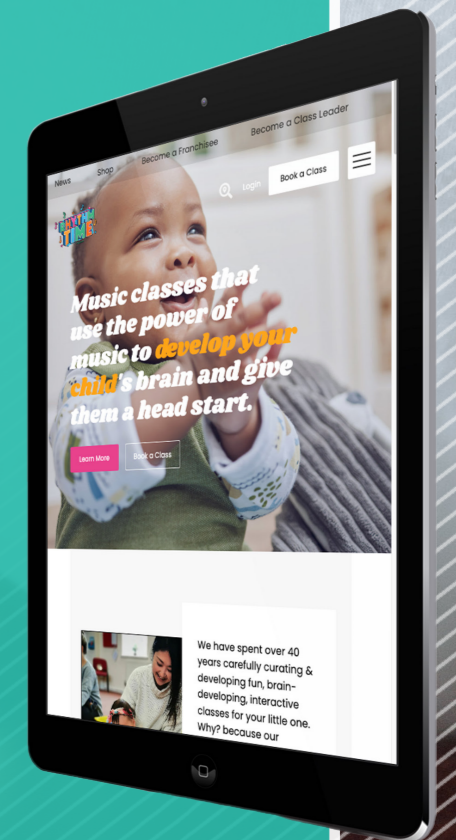
Once you are up and running we are still right there with you with comprehensive documentation, our in-depth knowledge base and a dedicated customer success team.

### ADD ON:

## Franscape Website Template

From day one, something we have observed is that implementing Franscape often shines a slightly unfavourable light on some older websites. If you think this might be you we have you covered. Franscape has partnered with a leading website development agency to create a template that has been perfectly optimised for Franscape.

If you want to totally reshape your online experience for your customers then why not add the website template to your package, which gets you up and running with a brand new site that has Franscape already integrated into it for a low fixed cost. Better still you will get a full suite of marketing tools like email, ads management, reporting suite and secure hosting all bundled with it. Digital transformation delivered in a one-stop shop!





SECTION 07.

# Pricing



# Transform The Way Your Franchise Does Business

## Start-up

**£15** /mo

per franchise

**3.9% + 30p per transaction,  
card fees included**

- ✓ Unlimited Users
- ✓ Online Bookings
- ✓ Class Management
- ✓ Staff Management
- ✓ Territory Management
- ✓ Debt Recovery
- ✓ Customer Portal
- ✓ SMS/Email Alerts
- ✓ FranScape Branding

**GET STARTED**

Most popular

## Growth

**£37** /mo

per franchise

**3.0% + 30p per transaction,  
card fees included**

Dedicated Account  
Manager

- ✓ Everything in Start-up,  
plus:
- ✓ Custom Branding
- ✓ Automated Fee Collection
- ✓ Trials
- ✓ Visual Dashboard

**GET STARTED**

## Scale

**Contact us**

per franchise

**From 1.5% + 20p per transaction,  
card fees included**

Dedicated Account  
Manager

- ✓ Everything in Growth,  
plus:
- ✓ Our lowest transaction  
fees
- ✓ Bespoke review of  
business processes to  
maximise Revenue

**CONTACT US**

**Note:**

Prices are correct as of December 2023 and may have changed. For the latest prices please contact FranScape.

SECTION 08.

# Discover Franscape For Yourself

The best way to discover if Franscape is a good fit for your own growth goals is to see it in action. Book a demo with us and we can discuss your specific goals, requirements and explore the current barriers to growth in your business. Alternatively, if you just can't wait to see it watch our full length demo video.

[BOOK A DEMO](#)

[WATCH DEMO VIDEO](#)





FranScape  
Franchise Software

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[franscape.io](https://franscape.io)