

## Research Supplier Checklist

Make sure you're getting the most for your research investment. Ask research firms the right questions and compare them equally to find the best one for your franchise system.

QUALIFICATIONS	FRANCHISE BUSINESS REVIEW	OTHER
<b>Research Capabilities</b>		
Core competency	Industry sector & system benchmarking	
Core competency	Quantitative measurement with Franchisee Satisfaction Index (FSI) score	
Core competency	Proven continuous performance improvement process	
Core competency	Proprietary online data reporting tool	
Experience	11+ years of data on over 900 brands	
<b>Survey Design &amp; Deployment</b>		
Standard questions	30+ questions measure 9 key areas of satisfaction	
Custom questions	Up to 10 additional at no cost	
Deployment method	Email, telephone	
Communications support	Customizable franchisee communications & marketing templates	
Global surveys	Yes	
<b>Results Reporting &amp; Analysis</b>		
Online portal	Yes, with 24/7 real-time results	
Results walk-through	Yes	
Standard reports	Summary & detail reports- online & printable PDF format	
Custom reports	Yes, online tool allows filtering by geography, tenure, age, and	

Qualitative feedback	Summary of open text responses and online access to all franchisee comments	
Trend reports	Yes, for multi-survey clients	
Benchmarking	Yes	
Executive analysis	Yes	
Franchisee engagement	Ingage Barometer measures levels of engagement	
<b>Franchisor Resources</b>		
Free education	Webinars, whitepapers, eBooks, newsletter, blog	
Best practices	<a href="#">Online Resource Center</a>	
Executive networking	FBR membership	
<a href="#">My FBR</a>	<a href="#">Customizable client profile and account</a>	
<b>Marketing/Recruitment Support</b>		
Lead generation	Yes	
Press release	Yes	
Media exposure	Yes	
Industry recognition	Yes, FBR50 awards and industry recognized seal of approval for top brands	
Recruitment	Top Guides, summary report, advertising opportunities, editorial profiles, podcasts	

<b>Additional FBR Services</b>
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- Lead generation
- Pulse surveys
- Customer satisfaction
- Post-training/post-field visit surveys
- Consulting
- Customer satisfaction
- Employee engagement
- Grand opening surveys