

PEER GROUPS IMPROVE PROFITABILITY IN LEADING FRANCHISE NETWORK

Kwik Kopy Australia’s peer support group program delivers high returns on investment for both franchisor and franchisees.

The network’s three “Performance Groups” are made up of 10 to 12 franchisees who meet quarterly to set goals, exchange ideas and receive feedback. They also enjoy social time to refresh, renew and refocus.

“The franchisees regard these groups as a valuable addition to our one-on-one field support,” states John Post, Senior Training and Development Manager with Kwik Kopy Australia. “We see clear benefits from our investment in this process which delivers improvements in franchisee profit, sales and satisfaction.”

Groups support accountability and make business more rewarding

The impact of the Performance Groups comes from three areas: setting goals, reporting on results and exchanging ideas.

The owners meet quarterly to act as a board of directors, scrutinizing the financial results of their peers. Franchisees appreciate the accountability this group provides.

“It can be tough to account for your performance against your goals but the benefit is that it keeps our attention on the results,” commented Narelle Downing from Kwik Kopy Canberra.

Most importantly, a productive dialogue is fostered within each group. The supportive group environment enables personal narratives, successes and lessons learned to be shared more freely and in more detail than in general franchisee meetings.

“The group discussion has a direct impact on my business,” said Brian Heydon from Kwik Kopy Castle Hill. “The input of other owners helps me understand where I need to make changes; it’s enabled me to improve many aspects of my operation,” he added.

John Post added, “The goal setting and reporting delivers discipline and perspective that a business owner can’t achieve on their own. In addition, it’s an enjoyable and effective way to benefit from the experience of others in the system.”

Increased effectiveness of field support

Performance Groups also enhance the effectiveness of franchise support. After a meeting franchise owners are very engaged in ways to improve their business. This makes it easier for franchise support teams to focus their assistance, and to help franchisees launch their action plans and get results.

According to John Post, “Performance Groups have certainly helped our network. The franchisees enjoy getting together with their peers and have significantly improved their sales and profit. There’s no doubt about the value of this program.”

How Profit Soup can help

Profit Soup helps franchise networks create peer group programs and provides structured facilitation and group management that drive profit, sales and satisfaction.

Peer group programs deliver high value for emerging and mature franchise systems alike. They can supplement regular support services in a cost-effective way that suits a growing network and mature franchisees will find value in the powerful interaction with peers.

We recommend a committed and enthusiastic facilitator to help retain the group's cohesiveness and ambition. A third-party facilitator can bring fresh perspective and focus while supporting franchisor goals and maintaining a constructive environment.

The most effective meetings include a clear focus on goal setting and financial review that is essential for the prosperity of any business. Franchisees also appreciate a robust agenda that reflects their input and includes both structured sessions and free flowing discussion.

To discover more about how Profit Soup can help your network increase profit and franchisee satisfaction through peer groups please contact Kate Groom via phone or email at kate.groom@profitsoup.com.