

Franchisee Satisfaction Survey- September 2009

A total of 10 franchisees responded out of a total of 17. This represents a 59% response and a good sampling. The survey provided a great sense of where we are doing well and where we can improve. Results from the survey are summarized as follows.

- Overall 80% of the franchisees saw good to excellent growth for their business. (This is relevant at a time when we are in a time of an economic recession.)
- 80% agreed or strongly agreed that the Franchisor and Franchisee was committed to a long term relationship.
- 80% agreed or strongly agreed that the Franchisor understood the business and the Franchisees challenges.
- 70% agreed or strongly agreed that they can rely on the Franchisor for help.
- 90% agreed or strongly agreed that the Franchisor responded in a timely manner to questions and minor problems.
- 80% agreed or strongly agreed that Franchisees had the ability to communicate directly and effectively with senior management.
- 80% agreed or strongly agreed that the Franchisor encourages high standards of quality performance throughout the organization.

An overall score card is as follows. It provided a summary of key areas where Comfort Keepers Canada can improve in the coming year. There was indicated a need to build on our initial opening support and ongoing training. Within the comments, there was indicated a need to increase brand awareness. A further comment was made that we can do a better job in national marketing initiatives and developing systems to ensure overall quality in terms of service delivery to the end user customer. As a result of this feedback key initiatives are being put in place.

Assigning an "A" through "F" grade, how would you rate the Franchisor in the following areas?							
	A	B	C	D	E	F	Response Count
Initial training supplied by Franchisor.	10.0% (1)	40.0% (4)	20.0% (2)	20.0% (2)	10.0% (1)	0.0% (0)	10
Initial opening support.	10.0% (1)	30.0% (3)	30.0% (3)	20.0% (2)	10.0% (1)	0.0% (0)	10
Ongoing training and support.	0.0% (0)	30.0% (3)	40.0% (4)	30.0% (3)	0.0% (0)	0.0% (0)	10
Helpfulness of Franchisor field representative.	30.0% (3)	20.0% (2)	30.0% (3)	20.0% (2)	0.0% (0)	0.0% (0)	10
Helpfulness and communication of fellow franchisees.	20.0% (2)	50.0% (5)	20.0% (2)	10.0% (1)	0.0% (0)	0.0% (0)	10

Knowing what you know now and if you had to do it all over again, 70% indicated that they would probably buy a Comfort Keepers franchise and 80% would recommend Comfort Keepers to a prospective franchisee.