

Franchise Performance Ratings



**Comfort
Keepers®**

a *sodexo* brand

**Comfort Keepers
is World-Class because
their franchisees say they are!**

Ratings

OVERALL QUALITY



96%

In one all-encompassing question we ask the franchisee to rate the quality of the franchisor. This question provides insight (without any specifics or qualifiers) about their overall impression of the franchise.

PRODUCT/SERVICE QUALITY



97%

In most systems, franchisees receive some type of products and/or services directly from the franchisor. This question asks the current franchisees to rate the quality of these products and/or services.

OVERALL COMMUNICATION



90%

We believe that quality communication is a critical aspect of successful franchising.

LOCAL COMPETITION



98%

Once again, we focus on the opportunity provided by the franchise, asking the franchisees to rate their franchise business compared to local competition.

JOINT SUCCESS



92%

In the most successful franchise systems there is a very clear understanding of the interdependent relationship between the success of the franchisee and the franchisor. This question measures the level of confidence in the understanding of that concept by the franchisor.

FREE Full Research Report:

www.WorldClassFranchise.com/ComfortKeepersReport

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FRANCHISE RESEARCH

I N S T I T U T E

FRANCHISE PERFORMANCE MEASUREMENT