



## The Benchmark of Franchisee Satisfaction

The Franchisee Satisfaction Index (FSI)™ is the industry standard by which the health of a franchise company can be measured and tracked over time. Established by Franchise Business Review in 2007, the FSI is a collective assessment of five critical areas of franchisee satisfaction. The FSI is used by franchisors and franchise investors to evaluate and benchmark the franchisee experience in order to make educated business and investment decisions.

In the last three years, Franchise Business Review has surveyed over 30,000 franchise owners on the satisfaction with their businesses. We have amassed the industry's largest database of franchisee satisfaction information. This data makes our Franchise Satisfaction Index one of the most powerful tools for evaluating franchises, tracking operational performance and predicting future success.

### General Satisfaction

General satisfaction is where the rubber meets the road. Has the everyday experience of owning a franchise lived up to the expectations of the franchisees? Would they recommend this franchise to others? And most importantly, would they do it again?



## The 4<sup>th</sup> Annual Franchisee Satisfaction Awards sponsored by Franchise Business Review

**Key**  
These colors correspond to the survey's or sector's results in the tables below.

- Molly Wally's - 2008 Sample Survey
- Industry Benchmark

| Section              | Count  | FSI    | 0% | 20% | 40% | 60% | 80% | 100% |
|----------------------|--------|--------|----|-----|-----|-----|-----|------|
| Overall Satisfaction | 101    | 73.52% |    |     |     |     |     |      |
|                      | 22,437 | 67.27% |    |     |     |     |     |      |



|                            | poor      | average    | good       | very good  | excellent  | FSI*         |
|----------------------------|-----------|------------|------------|------------|------------|--------------|
| Initial Training           | 4%        | 12%        | 23%        | 35%        | 26%        | 72.6%        |
| Opening Support            | 6%        | 13%        | 21%        | 32%        | 28%        | 71.4%        |
| Ongoing Training & Support | 7%        | 17%        | 23%        | 30%        | 23%        | 67.6%        |
| Field Support              | 12%       | 17%        | 24%        | 26%        | 21%        | 63.0%        |
| Advertising & Promotion    | 17%       | 20%        | 24%        | 25%        | 14%        | 56.4%        |
| <b>Overall (average)</b>   | <b>9%</b> | <b>16%</b> | <b>23%</b> | <b>30%</b> | <b>22%</b> | <b>66.2%</b> |

### Understanding FSI

FSI can range from 0 to 100% and represents a weighted sum of positive responses to a specific question or a group of questions within one of the areas being measured for satisfaction. If you were to simply add up all the positive responses to a question, giving the same value to an "excellent" response that you give to a "good" or "very good" response, you would paint an overly optimistic picture. FSI provides a realistic view of favorable satisfaction ratings by weighting more positive responses and discounting lesser responses to any given question.

FSI ratings provide a reference point or benchmark to help gauge the overall level of franchisee satisfaction or satisfaction in a specific area. While an FSI of 66.2% on its own is not all that valuable, using it as a benchmark to measure against other areas, or to compare various franchise systems and industry sectors is extremely useful.