

# Frequently Asked Questions



## Q How do the awards work?

A We invite all your existing franchisees, to complete our online Franchise Satisfaction Benchmark survey. Franchisors that receive the most positive feedback are then shortlisted for The Best Franchise Awards.

## Q When is the deadline to enter?

A The deadline to enter the awards is Monday 8th October.

## Q What are the award categories?

A There are five categories, based on your type of franchise: Business to Business, Business to Consumer, Children's Services, Management and Van Based Franchise.

## Q How are the winners decided?

A The three franchisors with the top Franchise Satisfaction scores in each category will go through to the judging stage. The overall winner will be decided taking the judges scoring and the Franchise Satisfaction score into account\*.

\*We've found very small franchisors can get extremely positively feedback, but are less proven. We therefore apply a moderator to take this into account, giving franchisors, regardless of their size an equal opportunity to be shortlisted. Further details are provided at the Best Franchise Conference.

## Q When will the winners be announced?

A The winners will be announced at the Best Franchise Conference on Tuesday 4th December.

## Q Can I see the survey questions?

A Yes, please contact [sharon.weston@workbuzz.com](mailto:sharon.weston@workbuzz.com)

## Q Do you survey all of my franchisees?

A Yes, we survey all of your franchisees in the UK. We recommend they have been trading for at least two months so can provide meaningful feedback.

## Q Can we include international franchisees?

A The Best Franchise Awards are based on feedback from UK franchisees only. However, we also provide separate surveys for international franchise networks. Please ask us for further information.

## Q What if the results aren't very positive?

A The information that we collect through the survey process will be kept completely confidential. No company specific information is ever published without the consent of the franchisor.

## Q Are the awards free to enter?

A Yes the awards are free to enter. We generate our income by offering franchisors the opportunity to upgrade and receive a report with their franchisees' anonymous feedback, verbatim comments and benchmark data so they can see how their results compare with the industry averages.

The cost depends on the size of your franchise network. Please ask us for further information.

## Q How are the awards linked to 5 Star Franchisee Satisfaction?

A 5 Star Franchisee Satisfaction status is awarded to franchisors that:

1. Have at least 20 franchisees in the UK
2. Receive better than average feedback in all key areas of the survey like Training & Support, Franchise System and Culture & Relationships
3. Invest in a paid for report
4. Agree to WorkBuzz's terms of use when displaying the award logo on their marketing collateral and using this for franchise recruitment purposes.