

CASE STUDY

HOW THE LEADERSHIP
TEAM USED DETAILED
EMPLOYEE SURVEY
FEEDBACK TO INCREASE
EMPLOYEE COMMITMENT
AND ACCOUNTABILITY.



Hot Dish Advertising first participated in FBR's employee engagement survey as part of the Franchising at WORK study. They received a basic scorecard showing their benchmark score in eight key areas of the survey.

The following year, they resurveyed their employees, and opted to receive the full detailed results in order to do a deep dive into the data and gain the opportunity to see open comments from employees.

The leadership team, led by Dawn Kane and Jennifer Campbell, reviewed the results of the survey and went through all the open comments to identify any sensitive issues they needed to address before sharing the data with the staff.

The (anonymous) comments revealed that one person was clearly very unhappy. As they discussed it, one of

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LEADERSHIP TEAM **HOT DISH ADVERTISING**

the leadership team members owned it and shared that they hadn't felt comfortable bringing the issue up earlier.

The team then shared the results with the entire staff and followed up with a meeting to discuss them.

MEET THE BRAND Hot Dish Advertising



Hot Dish Advertising is a full-service marketing agency that specializes in franchise advertising and brand development. Known for its expertise in helping franchise systems grow, Hot Dish blends strategic thinking with creative execution to attract both consumers and potential franchisees.

The agency offers services like brand strategy, digital marketing, media planning, and franchise recruitment campaigns. With a focus on measurable results, Hot Dish has built a strong reputation in the franchising world for delivering campaigns that not only look great, but drive real growth.

WHAT CHANGED year one

Improved worker accommodations

With the shift to remote work, Hot Dish supplied employees with larger screens, stand up desks, laptop stands, and considered additional one-off requests that would make people more comfortable at home.

Increased feedback

Creation of a kudos Slack channel to show appreciation and give shout outs. Each quarter they randomly select one giver and one recipient of a kudos to win an Amex gift card.

WHAT CHANGED year two

Encouraged healthy work boundaries

Because the team is still working remotely, leaders make a concerted effort to encourage people to take a break from the computer, walk around the block, and shut down for the day at 5:00 p.m. to reduce burnout.

Focus on culture

Creation of non-leadership committees focused on team wellness and connection. Hot Dish established a "Fun Committee" to plan monthly events during work hours to socialize virtually. Some of the events include lunchtime trivia (lunch is delivered), social hour at the end of quarterly meetings as a fun wrap-up to the day, and monthly summer happy hours. There's also a team health committee that plans optional wellness events, including the Hot Dish Hike Club on Saturdays.

Created opportunities to connect

More in-person touch points. They created more opportunities to connect and engage with each other remotely.

THE RESULT

Leadership said the tone of the organization now feels like people are more committed and accountable to each other.

Additionally, all employees were working remotely. They were asked if they wanted to return to the office, but ultimately arrived at a decision to continue remote work.

SEE THE RESULTS

CAPTURE THE OPINIONS AND FEEDBACK OF YOUR MOST VALUABLE STAKEHOLDERS



ACTIONABLE INSIGHTS

Receive invaluable feedback from franchisees, employees, customers, and candidates to give you the real-time intelligence you need to improve operations, franchise development, employee engagement, and customer satisfaction. Quickly identify trends, risks, and opportunities so that you can lead proactively while avoiding any blind spots.



INDUSTRY BENCHMARKING

We recognize the top performing franchise brands in every major industry, while helping good franchise companies – those truly committed to being great franchisors – achieve success. How do you stack up against the competition? We'll show you exactly where you stand and uncover meaningful opportunities to improve satisfaction, engagement, and performance.



MOVING THE NEEDLE

When it comes to “moving the needle” in franchise performance, we understand that how you do something is just as important as what you do. Our experienced team can assist you in navigating these challenges, share simple best practices to improve your results, and help you raise the bar across your network.

Interested in getting results like these for your own system? Franchise Business Review helps franchise companies at all phases of growth understand your employee satisfaction and identify areas to improve.

CONTACT US TO GET STARTED!



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Driving Better Results