**Post-Survey: Sample Communication to Franchisees 1***Subject: Satisfaction survey results: Thank you for your feedback*

*Subject: The results are in! Here’s how BRAND NAME scored for franchisee satisfaction*

*Subject: BRAND Satisfaction Report: Results of our franchisee survey  
Subject: Thank you for participating in our franchisee satisfaction survey.*

*BRAND NAME has completed the analysis of our franchisee satisfaction survey. Your feedback provided us with valuable insights on the strengths of our system, as well as areas that need work. We are pleased to share the overall results with you.*

*OPTION 1: [IF YOU PARTICIPATE IN OUR VALIDATION PROGRAM, ATTACH THE SUMMARY REPORT]*

*Attached is the data from this year’s survey. You can see how franchisees rated us on each question of the survey.*

*OPTION 2: [ALL CLIENTS RECEIVE THE PAID REPORT. EXTRACT PAGES 3-5 TO SHARE, OR PAGES 3-14 TO SHOW THEM MORE]*

*The attached report shows how franchisees rated us compared to other franchise brands.*

*Based on these results, we’re pleased that BRAND NAME scored well and/or showed significant improvement in the areas of:*

* *Area 1*
* *Area 2*
* *Area 3*

*However, there are still some areas that need improvement, including:*

* *Area 1*
* *Area 2*
* *Area 3*

*We will be focusing our efforts on implementing changes to serve our franchisees even better. In the coming weeks, we will be reaching out to franchisees who shared their name on the survey to discuss your feedback and ideas in more detail.*

*Thank you to everyone who participated. Your input is crucial to making BRAND NAME a leader in franchising!*

*If you have any questions about the reports, please contact me at corporate phone number.*

*Thank you.*

**Sample Communication 2 (short and sweet):**

*Subject: Thank you to everyone who participated in our franchisee satisfaction survey.*

*The BRAND NAME team values your opinion and appreciate XX% of you participating in the recent survey we sent out. This data helps us understand the strengths of our system and identify where we can make changes in order to serve you even better.*

*Attached you will find the results from this year. The team is digging into the data and we look forward to sharing with you what we’ve learned, and what you can expect of us in the coming months.*

*If you have any questions, please contact me at corporate phone number.*

**Sample Communication 3 (Invite to a call or in-person review of results):**

*Subject: Invitation to Review Survey Results and Discuss Next Steps*

*Dear Franchisee Name,*

*I want to personally thank you for taking the time to complete our recent survey. Your feedback is incredibly valuable to us, and we appreciate the effort you put into sharing your thoughts and opinions.*

*We would like to invite you to a call to review the survey results and discuss the next steps. During this call, we will share what we learned from the survey, expectations for the future, and how we plan to use the data to improve our franchise system.*

*We know that your time is valuable, and we want to emphasize the importance of your participation. Your feedback has helped us identify areas where we can improve, and your insights will be essential in shaping the future of our franchise system.*

*The call will take place on [Date] at [Time], and we expect it to last about [Duration]. We will provide the call-in details and any other necessary information in a separate email and invitation.*

*Thank you again for your participation in the survey and your ongoing support of our franchise system. We look forward to speaking with you soon and discussing how we can work together to build a better future for our franchisees.*

*Best regards,*

*[Your Name]*

*[Your Title]*

*[Your Company Name]*