

Engaging your franchisees and agents is business critical

Give your extended communities the information and connections they need with the SocialChorus FirstUp platform.

To drive business results, it's vital to engage external communities beyond your workforce, like franchisees and agents. But the digital experience they receive at most enterprises just isn't cutting it.

Why current engagement efforts fall short

Information for franchisees and agents is hard to find on disparate platforms, leaving these groups uninformed and disconnected. Meanwhile, corporate HQ lacks a simple way to send real-time updates and roll out new policies and promotions, and they can't measure the results of these efforts.

Improve the digital experience with a platform your company already uses

The SocialChorus FirstUp platform provides a single source of truth for franchisees and agents. Companies can ensure these groups are up to date on the latest information, foster community through collaboration and sharing, and help them better promote the business.



Reach franchisees and agents with FirstUp

- **Target content** to specific groups of franchisees and agents
- **Announce product promotions** and link to resources
- **Deliver and track enablement materials**
- **Promote wins, news and user-generated content** to build community
- **Share training materials with automated reminders** to ensure they're reviewed
- **Track engagement, sentiment and retention** to measure success of your initiatives

Engagement and alignment drive sales

Franchisees and agents who have a strong connection to your company are likely to promote it more effectively.



31%
increase in sales
across 7-Eleven stores
on promoted items

7-Eleven ensures franchisees receive targeted information on merchandising, inventory, corporate news and more, including product training to promote specific offerings.

FirstUp extends your digital experience beyond your employees

WHAT IS FIRSTUP?

It's the SocialChorus platform your company already uses to give employees the information and tools they need to be productive.

Companies like Abbott and 7-Eleven are using FirstUp to engage their extended communities.

HOW IT WORKS

- 1 FirstUp lets you **target the right content** and resources to each member of your extended community.
- 2 The platform delivers a **personalized experience** to the endpoint or device each franchisee or agent prefers to use.
- 3 **Analytics give you insight** into how your community programs are working and where to optimize.

FirstUp connects your company with your franchisees and agents

