



Outdoor Living Brands Case Study

“We need to fix the fact that we have too many systems that don’t talk to each other.”



Background

Outdoor Living Brands, a multi-concept franchise company based in Richmond, VA, was created to bring together the very best, complementary franchise opportunities in a single category that could share resources and even customers. It all started with *Archadeck*, the leading deck-building franchise, and *Outdoor Lighting Perspectives*, the leading landscape lighting franchise. *Mosquito Squad* and *Renew Crew* were eventually added to the mix of brands that focus on creating an ideal outdoor living experience.

Challenge

With over 150 franchise locations worldwide and growing, Outdoor Living Brands found it more and more challenging to manage system-wide communication, training, and automated delivery of sales and marketing material for franchisees and employees. Most of the material their franchises needed to be successful were developed at the corporate level, but getting that material down to the local offices was often manual and extremely inefficient. Their internally developed company intranet delivered many point solutions and was no longer meeting the company's needs, and both corporate staff and franchisees were growing frustrated. A new, cost-effective solution needed to be found...and fast!

Solution

In just 45 days, Franchise Business Review and LogicBay migrated all four Outdoor Living Brands concepts to the Frantopia Performance Center platform. Each brand now has its own privately branded "campus," which are each seamlessly integrated to allow for easy administration by Outdoor Living Brands' corporate staffers. Franchisees now have access to much more robust training and networking tools, while multi-brand franchisees can easily navigate between campuses to access the content they need. The system also provides detailed reporting so that Outdoor Living Brands now knows who is using it, exactly what resources and assets are being used, and which training has been completed and is having the greatest bottom line impact.

"We've heard nothing but positive reviews from our franchisees and our support teams have found Frantopia extremely user friendly"

Result

Within days of launching the Frantopia Performance Center, Outdoor Living Brands noticed a significant improvement in franchisee engagement. Franchise owners started using the new platform immediately and taking advantage of the intuitive features designed specifically to help each other share best practices and focus on key priorities. They can use the system to access company documents and marketing materials, network with other franchise owners, and update their product and sales knowledge. Since many of their business are built around outdoor applications, having the ability to have access on their mobile phones and tablets gives them an even greater level of productivity. Outdoor Living Brands now has a tool that delivers full accountability for franchisee training and performance and that is scalable to meet their needs far into the future.

“The Frantopia Performance Center has been a wonderful resource tool for both new and existing franchisees across all three of our brands. We’ve heard nothing but positive reviews from our franchisees. Our franchise support teams have found the application extremely user friendly when posting new announcements, events and training content. The team at Franchise Business Review and LogicBay listened to our needs and created a solution that will benefit our franchise systems for years to come.”

Scott Zide

*President and Chief Operating Officer
Outdoor Living Brand*

About Us

LogicBay has been helping companies achieve breakthrough performance from their sales channels by applying proven best practices combined with Partner Relationship Management (PRM) technology since 2003.