

Case Study:

FASTSIGNS International, Inc.

Jeff Youngblood, Director of E-Commerce

The first time Jeff Youngblood needed to launch an important new software program throughout the FASTSIGNS® system, he traveled to 11 cities and rented hotel rooms for his meetings.

The second time, Jeff used ReadyTalk to host online training sessions. "We put a lot of money into the new software program that we

[ReadyTalk] was a critical marketing advantage for us.

were launching and we needed to get our owners using it quickly,"

says Jeff. "It was a critical marketing advantage for us, and we needed the stores to get trained quickly to stay ahead of the competition."

What was the cost difference? About \$15,000 to rent the hotel rooms, versus \$3000 to connect franchisees online.

Currently, FASTSIGNS® averages 8-10 webinars a month. "Training Thursdays" are held every week, twice a day. FASTSIGNS® franchise owners can sign up and get training on a new topic every week. Topics include everything from how to create a web page to how to deal with frustrated customers.

There are approximately 450 stores in the franchise system, from 6 different countries. Jeff says, "If we can get people from 3 different centers represented in a webinar, then the conference was cost effective for us. We typically get 10 stores to attend."

In addition to the webinars, ReadyTalk has also provided the franchise development office with a new sales option. By taking prospects on online tours of its business model, FASTSIGNS® is able to sell new centers more effectively to those people who are reluctant to travel.

"It's a fantastic tool for us" says Jeff. "A definite competitive advantage."

