

MITR^TECH

Powering Global Operations with Workflow Automation: TAP for Franchise

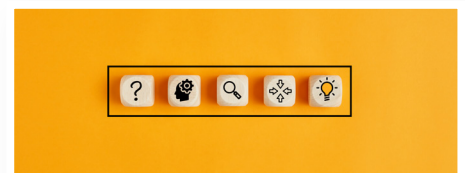
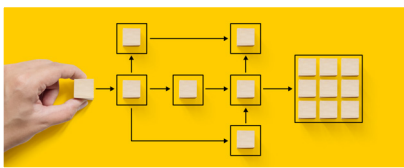
TAP WorkflowAutomation

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The franchise industry is predicted to see ~17,000 new locations in 2022 alone¹, outperforming other market sectors in economic output and job creation. But as expanding enterprises can attest, managing multiple locations — whether physically or virtually— presents the unique challenge of cultivating a consistent, cohesive brand experience for employees and customers across the franchise.

Whether you're opening your second location or your 50th, leveraging an internal management system designed for consistency and flexibility is mission-critical. An intelligent workflow automation system like [TAP](#) can create uniform processes and best practices across global offices while accounting for the unique features, teams, and even laws associated with each location's jurisdictions. You'll have peace of mind that everything runs the same as it does in your home office— even as you scale!



Benefits at a Glance:

- Extend standard operating procedures (SOPs) across global locations
- Escalate a workflow from anywhere to a central person or place
- Get a birds-eye view of global operations
- Leverage data-driven decision making
- Enjoy an intuitive interface that makes it easy to find, complete, and submit tasks
- Create a unified appearance and brand experience through contracts, reporting, etc.
- Open API to connect to or send data between your other systems
- Access web-forms on any device
- Save with a flexible, scalable platform that grows as you do
- Take advantage of customizable solution that can match your brand's look and feel right out of the box

Key TAP Use Cases at a Glance:

For Employees:

- ✓ Employee Lifecycle Management
- ✓ Contract Portal
- ✓ Marketing Requests
- ✓ Voluntary Employee Programs
- ✓ Document Requests
- ✓ On-site Maintenance Requests

For Customers:

- ✓ Customer feedback (with optional built-in reward)
- ✓ On-Site maintenance requests
- ✓ Requests for refunds or discounts
- ✓ Approval Waivers



For Enterprise Employees:

Employee Lifecycle Management:

Use TAP to create conditional flows of logic for different onboarding criteria— like country, base office, employment type, department, team, and so on— that can alter the required information, create checklists for IT and HR, and drive next actions for employees and managers. While some workflow paths may differ, creating a standard employee portal means that the must-haves are always included, all information is securely stored in a repository for later, and employee requests are handled the same across all locations— with utmost efficiency.

Contract Portal:

Whether a contract is being requested for a new vendor, customer, third party, or employee, ensuring cohesive details is essential. All documents stored in TAP can be modified globally, instead of living

on individual desktops and drives. TAP document templates also include the necessary clauses and conditions, but can be dynamically changed based on contract needs and auto-populated with company or individual information, dates, and unique signers.

Marketing Requests:

Getting ahold of a team member in another department without knowing who to ask can be a wild goose chase, and sending an email to a general inbox doesn't always get the attention it might require. While your team might work globally, chances are your marketing team has a unified look and feel outlined for sales decks, PDFs, notification emails, case studies, and more. Creating a TAP intake form for all marketing requests enables teams to be more self-sufficient and productive.

Key TAP Use Cases at a Glance: (continued)

Document Requests:

Outside of sales and marketing, employees may wish to locate internal documents, contract templates, letterheads, or other frequently-updated forms. Keeping these documents version-controlled and consolidated removes the headache and legal, compliance, and security risks associated with individual copies.

Employee Programs:

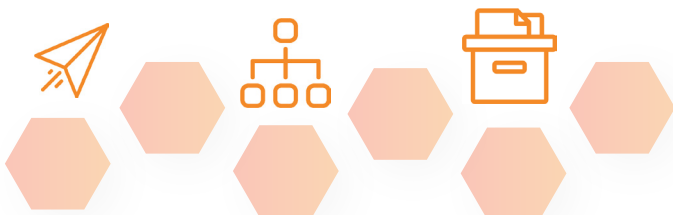
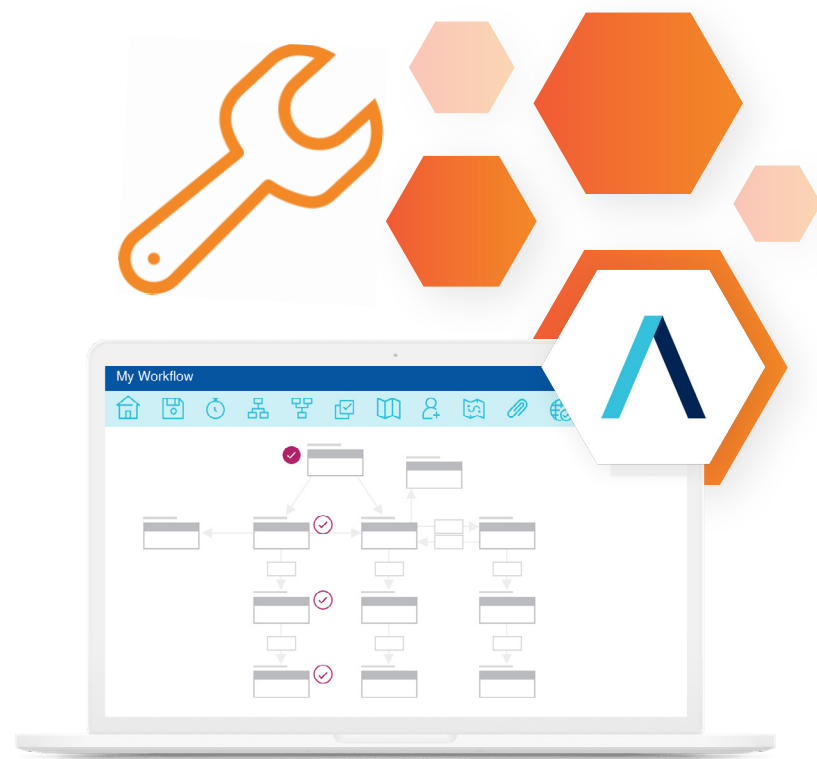
Many companies have programs for employees to engage with outside of their day-to-day tasks, including employee recognition, volunteer requests, mentor programs, employee feedback, anonymous reporting, seasonal team initiatives, and more. TAP forms help keep these programs up and running by:

- Letting employees know these programs exist and prompting sign-up with one weblink
- Allowing for anonymous access to feedback submissions and reporting forms
- Customizing forms based on employee location, local laws, and company policies
- Keeping track of the overall status or employee involvement in a program with dashboard views and reports
- & so much more! ‘

TAP's ability to instantly update and publish workflows also means that as these programs evolve or change seasonally, as do the forms.

On-site Maintenance Requests:

For employees who need assistance on-site, use TAP to fulfill requirements within SLAs. From needing more snacks or printer paper to more urgent requests like needing local help (being locked out of the office, for example), TAP's intuitive intake forms can help escalate concerns to the required personnel and ensure a timely response.





For Customers:

Customer Feedback:

Connect TAP to your enterprises' client-facing sales or operating systems to trigger automatic feedback requests following a customer interaction. You'll be able to collect feedback consistently and measure areas of improvement, build custom notifications and reminders for customers, escalate serious issues, and even offer built-in gifts/ rewards for providing feedback (like 15% off for completing your survey!).

On-site Maintenance Requests:

If customers are on-site at one of your locations, you have a brief window to make a lasting impression. While you can't always ensure that your amenities are working perfectly, you can guarantee that customers and employees feel empowered to give feedback and voice concerns by offering a TAP maintenance request form that's easy to fill out and submit. Common maintenance requests include AC or Heating malfunctions, light bulb replacements, facility cleaning, office equipment needs, parking concerns, battery replacements for a smoke detector, etc.

Requests for Refunds or Discounts:

Streamline the customer billing experience with a dedicated TAP form for refund or discount requests. TAP makes it easy to maintain a digital audit trail of all financial records to ensure compliance.

Waiver Request Forms:

Does your enterprise offer services to customers that require their explicit sign-off to conduct, or perhaps have a COVID-19 policy in place that clients must agree to? TAP will allow visitors, clients, patients, or participants to sign a digital waiver from any device! Beyond streamlining the e-sign process and offering a better customer experience, TAP's cloud-based platform also stores your client's proprietary data in a secure digital repository, easily accessible at any time by authorized personnel for repeat customers or proof of compliance.

¹ International Franchise Association, (February 15, 2022), 2022 FRANCHISING ECONOMIC OUTLOOK: <https://www.franchise.org/franchise-information/franchise-business-outlook/2022franchising-economic-outlook>
