



Case Study

Streamlining Success:

How FranChoice Leveraged ClientTether to Boost Engagement

“

The customer support
with ClientTether is
unbeatable

”

Kelly Amshoff

FranChoice Consultant



Summary

FranChoice is a premier franchise consulting firm dedicated to empowering aspiring entrepreneurs to achieve their dreams of business ownership. With a mission rooted in simplifying the often overwhelming process of selecting the right franchise, FranChoice has become a trusted partner to thousands. Their network of experienced consultants provides unbiased, personalized guidance, helping clients understand the ins and outs of franchising with confidence. By leveraging their deep industry expertise and genuine passion for transforming lives, FranChoice bridges the gap between aspiring franchisees and opportunities that align with their personal and financial goals.

Despite their success, FranChoice recognized challenges inherent to the franchise consulting industry. Maintaining strong, personalized connections with a high volume of candidates while juggling multiple timelines and priorities posed a significant hurdle. Their consultants needed a tool to streamline communication, optimize scheduling, and enhance client engagement without compromising the personalized touch that defines their service. This led FranChoice to partner with ClientTether, whose CRM and automation tools offered the perfect balance of efficiency and relationship-building, enabling FranChoice to elevate their operations and better serve their clients.



Benefits to FranChoice for Using ClientTether



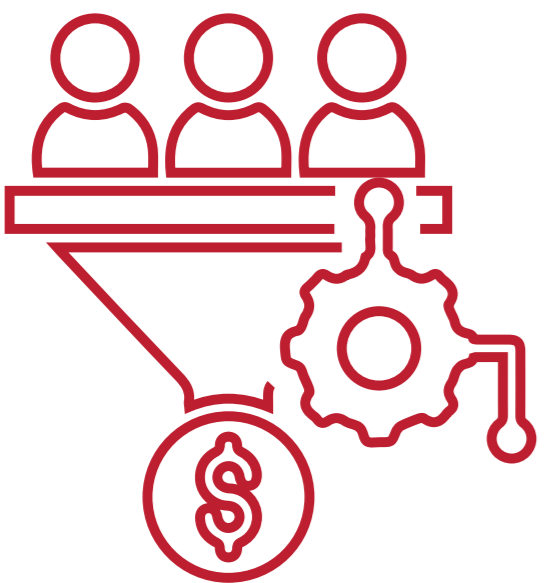
Improved Customer Service

ClientTether's exceptional customer support was a standout feature for FranChoice. Kelly Amshoff praised their "immediate support, personalized assistance, and proactive collaboration," which allowed the team to optimize CRM usage and enhance overall efficiency.



Streamlined Scheduling and Organization

Irving Chung highlighted the platform's automation tools for scheduling calls and managing timelines, describing them as instrumental in "staying organized" and providing a clear overview of priorities through its visual interface.



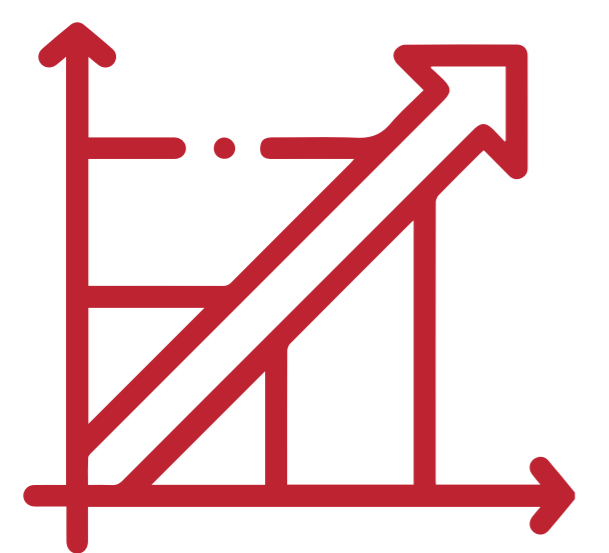
Enhanced Lead Engagement

The automation of follow-ups and personalized communication made it easier for FranChoice to maintain strong relationships with potential franchisees.



Effective Data Visualization

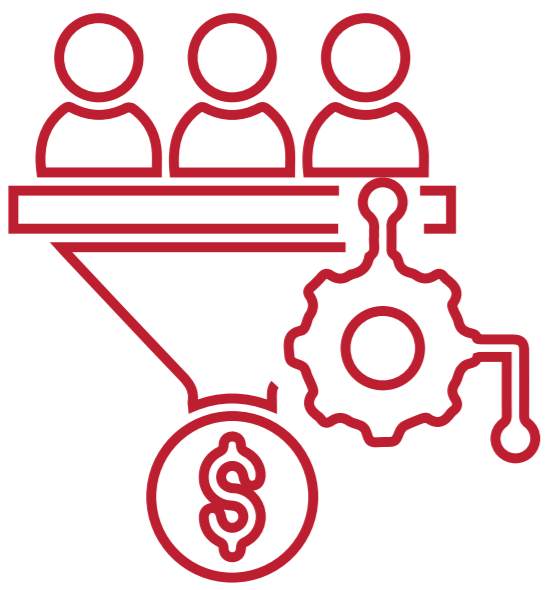
The platform's robust dashboards allowed FranChoice consultants to quickly identify and act on high-priority tasks.



Automation and Scalability

FranChoice benefited from ClientTether's ability to automate repetitive tasks, ensuring consistent service delivery across their team. This scalability supported their growing operations without compromising personalized client interactions.

Key Results for FranChoice Using ClientTether



Improved Lead Engagement

FranChoice experienced faster and more consistent lead follow-ups, ensuring no opportunities were missed. This allowed consultants to build trust and maintain stronger connections with potential franchisees.



Streamlined Scheduling and Workflow Management

Automation tools simplified scheduling and task management, enabling consultants to focus on personalized guidance rather than administrative tasks. Irving Chung valued the visual interface for helping him “track timelines and plan ahead”.



Enhanced Client Relationships

With automated drip campaigns and personalized communication tools, FranChoice strengthened client engagement while maintaining their signature personal touch. Kelly Amshoff noted that this combination of tools enabled her to “streamline processes and maintain strong client connections”.



Increased Operational Efficiency

Visual dashboards and data insights allowed consultants to prioritize tasks and make informed decisions quickly. The clear organization of priorities significantly improved team productivity.



Scalability for Growth

ClientTether’s franchise-specific design ensured seamless integration across FranChoice’s growing operations, supporting their mission to empower more entrepreneurs without sacrificing quality or consistency.

Why FranChoice Chose to Use ClientTether

FranChoice chose ClientTether because it offered the perfect blend of automation, organization, and personalized engagement that matched their unique needs as a franchise consulting firm. The decision to implement ClientTether was driven by its franchise-specific design, which seamlessly scaled with FranChoice's growing operations. ClientTether's ability to automate communication and follow-ups ensured that no lead was missed, a crucial factor for a business that thrives on timely and meaningful connections.

Additionally, its visual dashboards provided actionable insights, empowering consultants to focus on delivering value to their clients. By choosing ClientTether, FranChoice gained a solution that not only addressed their immediate pain points but also aligned with their mission of empowering entrepreneurs through exceptional guidance and support.



In The Customer's Own Words

Kelly Amshoff shared her enthusiasm for ClientTether, stating:

"I don't know of many other CRMs that give you unlimited customers".

Irving Chung also expressed his appreciation for ClientTether, commending its effectiveness in managing his "non-pressured, timeline-driven approach":

"Now I can plot out my timelines and really just help me organize better. ClientTether has been fantastic at that".

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Kelly Amshoff
FranChoice Consultant



FranChoice is a leading franchise consulting firm dedicated to helping aspiring entrepreneurs find the perfect franchise opportunity. Their experienced consultants provide personalized, unbiased guidance to navigate the complex world of franchising. With a mission to empower clients, FranChoice bridges the gap between franchise dreams and successful business ownership.

Learn more at www.franchoice.com

Impact Statement

FranChoice's partnership with ClientTether demonstrates the transformative power of a CRM platform tailored to the specific needs of franchise consulting.

ClientTether's robust features, including visual dashboards, and automated retention tools, empowered FranChoice to focus on what they do best—guiding entrepreneurs toward their ideal franchise opportunities. The platform's scalability ensured that FranChoice could continue to grow without compromising service quality, supporting both their mission and their operational goals. With ClientTether, FranChoice improved lead conversion rates, enhanced client relationships, and optimized internal processes, ensuring a strong foundation for continued success in the franchise consulting industry.

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 ClientTether The Franchise CRM