**E2E Scenarios Template – So Franchise**

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| Primary Persona: | Customer Service Agent |
| Configuration Settings | Client: Web Client (Browsers: Chrome, Edge) |
| Problem / Opportunity Statement: | So Franchise allows users to structure the development of their business with a total automation of the franchise recruitement process.  With this tool they can easily recruit new franchisees and monitor their development and profitability with a daily reporting.  Thereby, they will be able to enrich their prospects base from their tablets when attending a professionnel show. The tool allows them to keep contact with the franchisees by organising multiple marketing compaigns : emailing, events and training sessions. |
| Pain Points: |  |
| User Goals: | Easily turn a Lead into a candidate. Qualify this candidate, to whether become a Franchisee or not. Develop an opportunity then sign a contrat of a Franchise. |
| Business Goals: | This solution will improve the overall process for franchisors' customer relationship management by automizing the recruitment of their franchisees and easily manage them. |
| Triggers: |  |
| Narrative Description (e.g., plans, evaluation, actions, objects, context, events): |  |
| Detailed Steps | * **Create a Prospect**   **Business Process Flow Prospect** : This process aims to qualify prospects to see if they can be considered serious candidates. Two possible scenarios:   * + The prospect already has his establishment that he wishes to franchise.   + The prospect does not have an establishment yet but wants to create one that he will franchise.   In this process, the idea is to retrieve information about the establishment of the prospect (if existing), the prospect himself and his expectations. He will then be invited to an information meeting which will then be validated to become a real candidate.   * **Create a Contact**   **Business Process Flow Contact** : This process aims to qualify the candidate to know if we can develop the opportunity and sign the franchise.  When validated, the contact s transformed into a "Candidate" type contact, who will himself become a "Franchisee" type contact after the qualification process resulting in a validation from the Direction. Each candidate must be linked to one or more opportunities in order to subsequently assess his eligibility to open a franchise on the sector (s) concerned.   * **Create an Opportunity**   **Business Process Flow Opportunity :** The Opportunity entity represents a contact (candidate or franchisee) presenting himself to open a franchise in a single sector. It gathers the information used to create the future contract.  Once the contract is signed, it becomes non-editable and serves to keep the history of the contract on a given franchise, so create a new opportunity whenever there is a change in the contract or a new contract to sign on a given sector.  It includes concepts related to billing such as estimated revenue or revenue generated that are not currently used in the tool. |
| Success Metrics: |  |