

Franchise Satisfaction Survey Template

All questions are optional. Follow each question's directions.
Write your answers to the open questions in the space provided.

Think about your franchise operation's experience with franchisor support during the quarter named above. Rate only services used in that period. Every question is optional. Avoid confidential financial information, customer details and other people's names.

1. Overall, how satisfied were you with franchisor support during this quarter?

- ☐ Very dissatisfied
- ☐ Somewhat dissatisfied
- ☐ Neither satisfied nor dissatisfied
- ☐ Somewhat satisfied
- ☐ Very satisfied
- ☐ Not sure

2. How clear were communications about changes affecting your operation?

- ☐ Not at all clear
- ☐ Slightly clear
- ☐ Moderately clear
- ☐ Very clear
- ☐ Extremely clear
- ☐ No relevant changes were communicated

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3. How useful was the operating guidance you received?

- ☐ Not at all useful
- ☐ Slightly useful
- ☐ Moderately useful
- ☐ Very useful
- ☐ Extremely useful
- ☐ I did not use operating guidance

4. How satisfied were you with the franchisor's ordering or supply support?

- ☐ Very dissatisfied
- ☐ Somewhat dissatisfied
- ☐ Neither satisfied nor dissatisfied
- ☐ Somewhat satisfied
- ☐ Very satisfied
- ☐ This support does not apply
- ☐ I did not use this support

5. When you raised a support request, how clear was its next step?

- ☐ Not at all clear
- ☐ Slightly clear
- ☐ Moderately clear
- ☐ Very clear
- ☐ Extremely clear
- ☐ I did not raise a support request

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6. Which support area should receive the most attention next quarter?

- ☐ Change communications
- ☐ Operating guidance
- ☐ Ordering or supply support
- ☐ Request follow-up
- ☐ Training opportunities
- ☐ Marketing support
- ☐ Another area
- ☐ No change needed
- ☐ Not sure

7. What specific change would help in that area?
