

Wise Franchisors Track Performance

You can't fix a performance problem unless you know about it. In franchising, problems with specific franchise units can go undetected until the next field visitation. Phil Espinosa, one of the Principals of Atlanta based Zeewise, has a system that can spot problems in real time without visiting the franchise location. "We offer franchise companies an affordable solution to improving performance," states Espinosa.

Founded in 2002 by a team of Big 5 Consultants, ZeeWise started in the franchise business by providing automated royalty reporting and IT strategy. The company expanded its menu of services to include comprehensive performance tracking. The name ZeeWise is an acknowledgement by company founders that they exclusively work with franchise companies. "Our franchise performance management suite allows franchisors to have visibility to all aspects of their franchise business, from sales, marketing, compliance, franchise recruitment, inventory management and operations," reports Espinosa.

Espinosa describes the Zeewise system as a dashboard monitoring system versus a rear view window approach. "To be competitive in today's business world requires that you manage your business with up to date information and a forward looking approach," says Espinosa. The Zee360 Suite includes both their ZeeGauge and ZeeConnect franchise performance tools.

ZeeWise performance management suite operates with the franchisor's software to provide analysis of key performance indicators. "Our system can tie into the franchisor's POS system or Quikbooks or other software that they use. By way of a logon access it monitors the transactional data so that the franchisor can see what is happening in real time," states Espinosa.

ZeeWise is designed for ease of use and practical application. The graphs and charts that are a critical component of the executive dashboard view make problems and opportunities easy to identify. "The system is designed so that the franchise executive can logon and start the day knowing exactly where the fires are. Before you finish your morning cup of coffee you can spot problems and know where to focus your efforts for the day," reports Espinosa. ZeeWise has the added advantage to be structured to focus on top and bottom performers. The system will allow managers to not only focus on problems but also help identify performance excellence and assist in identifying missed opportunities.

Contact Information: Phil Espinosa, Principal, ZeeWise, (678) 383-4040,
pespinosa@zeewise.com, <http://www.zeewise.com/>

AdvanceMe, Inc.
 Funds for Working
 Capital, Expansion,
 or Remodeling

FranChoice

Law Offices of
 Cheryl L. Mullin, P.C.
 franchising. licensing.
 acquisitions.

NEXT PAGE

[PRIVACY POLICY](#) | [DISCLAIMER](#)

©2004 - 2005 Franchise Help. All Rights