



Discover what data can do for your franchise.



Ironsider builds integrated data solutions and uses **Artificial Intelligence (AI)** and **Generative AI** to enable franchise stakeholders to:

- **Create Personalized Communication.** Use GenAI to composed emails for FranDev and perspective clients.
- **Internal Knowledge Base.** Use GenAI to rapidly retrieve answers to HR, contractual, and unit related information.
- **Unit Success Factors.** Identify those factors which drive unit success.
- **Churn, Retention and Customer Experience.** Understand customer loyalty and behavior.
- **Competition & Cannibalization.** Quantify impact from nearby units and competition.

From strategy development through implementation and monitoring, Ironsider accelerates your analytics journey.

Let's talk about how Ironsider can elevate your leverage of data, analytics and AI.

We combine deep franchise experience with extensive data, business analytics and artificial intelligence expertise.

Request your FREE 60-minute session to get started by emailing GetInsights@IronsiderGroup.com.



burn boot camp®

DRIVE ACCESSIBILITY, EFFICIENCY, INSIGHTS AND GROWTH BY ORGANIZING FRANCHISE DATA

CLIENT

Burn Boot Camp, a boutique, woman-owned, and women-focused franchise with nearly 400 units.

CHALLENGE

Previous reporting efforts had created data trust issues. Burn Boot Camp needed timely, trustworthy data and reports from the disparate systems, apps and sources that underpin the business.

SOLUTION

Ironsider helped integrate data from the accounting system, CRM, POS, FranConnect™ and more to create a franchisee portal showing understandable dashboards on membership, retail sales and comparative performance data.

RESULT

Created trusted data and reporting in an easy to use mobile app and portal for franchise business insight and growth.



"It's easy to find partners who have specialized knowledge, but rarely do you find partners who can extend their breadth of expertise across so many technologies...Ironsider was able to understand and embed themselves in our business."

BURN BOOT CAMP, VP TECHNOLOGY