

# Franchise Manager

## eCommerce / eMarketing Web Application for Franchised Businesses

Simple Content Management; Powerful Document Management

Integral contacts database with incentive vouchers to drive floor traffic

Unlimited scalability with modular technology

### TYPICAL WEB PAGES

- ✦ Welcome / Home Page with Animated Feature – Video or Flash
- ✦ About Us
- ✦ Services (Brochure pages only)
- ✦ Products / Online Store
- ✦ Featured Products or Services on Home Page
- ✦ Events with online registration
- ✦ News and/or RSS NewsFeed
- ✦ Resources / Links
- ✦ Store Locator
- ✦ Contact Us
- ✦ Website Use
- ✦ Privacy Policy

### WEBSITE ADMINISTRATION

- ✦ Easy to Use Content Management
- ✦ Page Add/Edit/Delete including images, links, files/documents, features
- ✦ Automated category navigation
- ✦ Unlimited category additions
- ✦ Category tree showing the layout of parent and child categories
- ✦ Search within all administration areas
- ✦ Import / update contacts data from other systems via spreadsheets
- ✦ Integrated Response/Feedback Forms
- ✦ Site Traffic Statistics
- ✦ Site Search Utility
- ✦ Form setup and processing - data recorded in contacts database

### DEPLOYMENT

- ✦ Public Internet hosted offsite by IVT, or onsite on suitable Client's Server
- ✦ System administration with backup manager (onsite and offsite) and automatic software updates

### FRANCHISE SUPPORT

- ✦ Franchise Extranet – username / password login for Franchisees
- ✦ Custom defined User Groups - e.g. Franchise Admin, Franchisee [Proprietor], Staff Member
- ✦ Allocation of eCommerce orders to Franchisees
- ✦ Franchisee operating areas defined by Postcode lists
- ✦ Franchisees login to view/process pending and processed orders.
- ✦ Franchise Merchandise Gallery
- ✦ Franchise Job Vacancies
- ✦ Franchise Document Manager - Policies and Procedures
- ✦ Point of Sale Price Ticketing
- ✦ Banner Advertising

### IN-BUILT CRM & E-MARKETING

- ✦ eMarketing / Customer Database
- ✦ eNewsletter Creator
- ✦ Gift Vouchers and Incentive Vouchers generated in PDF form,
- ✦ Incentive Vouchers – unique offers to promote store visits
- ✦ Gift Vouchers – redeemable in store or online
- ✦ Query Tools, Reports, and data Export
- ✦ Targeted email communication
- ✦ Automated sign up to receive Franchise or customer newsletters
- ✦ Automated opt-out

### CLIENT PORTFOLIO

For further information and examples refer: [www.ivt.com.au/franchise](http://www.ivt.com.au/franchise)

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