

MULTI-UNIT franchise innovators

Using Today's Technologies To Build Your Business

Franchising World magazine brings readers insights from the industry's high-achieving multi-unit franchisees who provide their views on current topics of the day.

QUESTION: *What technologies help you better operate your business?*



Mark Davis is a LaVida Massage owner of two franchises located in Canton and Plymouth, Mich. He can be reached at mark@lavidamassage.com.



DAVIS: "As a LaVida Massage multi-unit franchise owner, it is imperative that I keep track of all of the daily operations at each of my centers. LaVida has made this process almost seamless with its innovative, integrated communication system. Because of this technology, I am able to efficiently, not to mention cost-effectively, operate all of my centers, an added bonus in a tough economy.

LaVida's operational software is web-based, allowing me complete mobility in staying connected with all of my centers, corporate and even customers, literally at my fingertips. Their online marketing portal allows me access to all current corporate marketing campaigns, including advertising, promotional, e-mail marketing tools and social media content. I also employ, through the franchise, search marketing optimization and organization.

Mobile smartphone and tablet applications have also been important for me in my LaVida business development. I offer a mobile app to each of my center staff members so that each member can download and view schedules on the go. Also helpful for my employees is a video training system that can be viewed through any Internet-connected device.

That said, social media has also been important in leveraging my operational and developmental success as a multi-unit franchisee. I like to be 'in the know' on all customer service reviews. LaVida has an integrated feedback system, with which I am able to easily view digital reviews made to our website and social media pages. This allows me to stay in touch with customers and personally engage with them, which ultimately bridges the gap of communication and builds trust with them in a medium that is easy and preferable in today's social and relationship-based economy.

Simply put, LaVida's integrated and efficient technologies allow me to gain an innovative edge (and make life easier) in day-to-day business operations with my franchisees."

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