SIGNAL
WORKFORCE INTELLIGENCE

SIGNAL FOR FRANCHISES & MULTI-SITE OPERATIONS

> You're investing in your people, but problems persist, new ones keep emerging, and you can't see which programs are working. Your bottom line pays for it.

Same brand. Same system. So why do some locations always outperform the rest?

Signal is boots on the ground. We go into your locations to find out why people don't apply, don't stay or don't perform. Then we set your Priority Levers and track the shift in your own numbers.

SOUND FAMILIAR?

> **"The data told me which locations were struggling to hire. It didn't tell me why."**

> **"We'd done everything right on paper, and the numbers still weren't moving."**

> **"My best site does something none of our systems capture. I want it working in every site."**

THE PRESSURE

Award rates keep rising, young casual teams turn over fast, and results vary between locations running the same system. Franchisees feel it first in their margins. Franchisors see it across the network.

SIGNAL HELPS YOU

→ Find what your best locations do differently, and copy it

→ Get more return from the network-wide programs and incentives you already fund

→ Benchmark every location, including unplanned absence

HOW IT WORKS

You already have the programs. We find out which ones are landing.

01 · DIAGNOSE

Build your Lever Map

We map the programs you already run and go on the ground to find out what really drives your people.

02 · PRIORITISE

Set your Priority Levers

The few changes that will lift results most, mostly adjustments to what you already run.

03 · MAKE IT STICK

Track the shift

Measures linked to your KPIs, a live leaderboard, and field managers running quarterly observations.

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CASE STUDY · FRANCHISES & MULTI-SITE · OUTPUT

Every report said “fine”. The sick leave said otherwise.

THE COST

$120k

a year to cover extra absence at one 60-person site, mostly at overtime rates

The problem. Unplanned absence kept climbing at a franchisee’s site. Franchise reporting, compliance checks and culture surveys were all green. The franchise programs, the operator’s own incentives and culture initiatives were all in place. The problem didn’t go away.

WHAT SIGNAL FOUND

The Lever Map showed the programs existed, but none were aimed at what was driving absence. On the ground, it was motivation, hit by several things at once: rosters released late, recognition that never reached the back of house, and no visible way to step up.

PRIORITY LEVERS

→ Optimise what was already there: the same incentives, redirected to the people and shifts that needed them

→ Fill the gaps: a few targeted initiatives where nothing existed

→ Enable it with organisational levers: roster timing, supervisor routines, attendance policy

Mostly existing spend, working harder.

Why it matters: Green dashboards don’t mean the programs are landing. Signal showed why people weren’t turning up, and fixed it mostly with what was already paid for.

Theoretical scenario. Illustrative cost: 60 team members averaging 20 hours a week, unplanned absence up 4 points, lost hours covered at 1.5 × a $32 hourly cost.

START WITH ONE LOCATION

Signal pilot

From $15,000

Five places a year. Excludes GST.

4–8 wks
most pilots

2 wks
to first insights

2 hrs
from your managers

20 min
per person

WHO YOU’LL WORK WITH

Stefanie Wilson
CEO, SIGNAL

Developed the Signal method. Two decades across tourism, events, hospitality, construction and local government.

Jan Easton
FRANCHISING SPECIALIST

Former Interim CEO and Advisory Board Chair, Franchise Relationships Institute. Fellow (FABC), Advisory Board Centre.

Craig Miels
MULTI-SITE OPERATIONS & TEAMS

Former McDonald’s restaurant owner and multi-franchise operator.

Book a 30-minute intro call

We look at your numbers together. No pitch deck.

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