

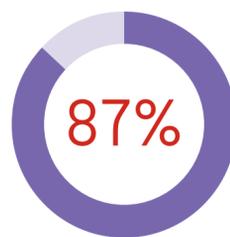
# Managing retention to help drive franchise growth

Businesses need the right systems, leadership, and sales strategies to scale. But without a workforce to serve customers, it's not possible. To reduce turnover and boost retention rates, business owners must leverage technology and prioritize what matters to their employees.



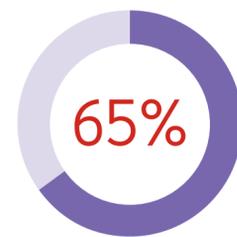
## 1 Focus on the human factor

Improving retention rates starts with **understanding employee needs**. Employers may have **misconceptions** about what matters to employees, leading to **frustration** and **decreased productivity**.



of employers **believe** they show they care about their employees.<sup>1</sup>

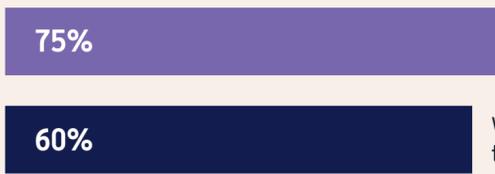
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of employees **agree**.<sup>1</sup>

## 2 Strive for an exceptional employee experience

A well-thought-out employee experience begins with **effective communication**, like demonstrating an understanding of worker preferences and expectations — including **pay options**.



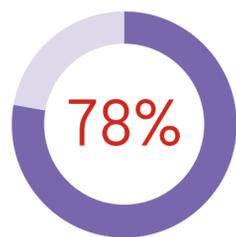
of **Millennials** would prioritize a job that offered early wage access.<sup>2</sup>

would **consider leaving** a job that didn't offer it.<sup>2</sup>



## 3 Leverage HR technology beyond the hiring stage

Technology is crucial in implementing retention improvement strategies for mid-sized and larger franchisees. From hiring to compliance, franchisees seek **flexible** and **scalable HR solutions** to manage their workforce.



of franchisees say technology is **very important/critical** to meeting business objectives.<sup>3</sup>

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Employees are **230%** more engaged if they **have the technology** to support them at work.<sup>4</sup>



## Discover how managing retention can accelerate growth

Bringing your business to the next level starts with creating an employee-centric culture. Think you know what your people want?

Unlock actionable tips and strategies with **3 Ways to Manage Retention & Accelerate Business Growth**



1. Met Life Annual Employee Benefits Trends 2023  
 2. ADP EWA research study of 500 companies with 151 or more employees and 1,000 employees. December 2020-Jan 2021.  
 3. 2023 Restaurant Technology Outlook Report  
 4. Employee Experience Trends Report, Qualtrics 2022