

Lightbridge Academy Drives Development and Improves Lead Tracking with FranConnect Sky

FranConnect Sky helped Lightbridge Academy remove silos and share information for better business outcomes.

Lightbridge Academy

Lightbridge Academy provides early education and child care to children ages six weeks through kindergarten, as well as special programming for children up to 10 years old during school holidays, breaks, and summer camp. The company franchised in 2011 and currently has over 85 child care centers either open, under construction, or in development, throughout Maryland, New Jersey, New York, Pennsylvania, and Virginia.



“FranConnect connects all areas of a franchise organization – from development and grand openings, to driving leads and tracking franchisee marketing efforts, the value of having all of this information in one place is immeasurable. It introduces a certain fluidity between departments to share information, helping to prevent silos within your organization. It’s an important system that has really helped Lightbridge Academy thrive.”

Brenda Febbo, Chief Marketing Officer

Business Challenge

As the company grew and franchising opportunities were launched, Lightbridge Academy saw the need for a technology solution by which they had the ability to access essential data and gain real-time insights to diagnose problems and identify strengths. They were looking for a technology partner who could connect and bring together all areas of the business. They needed a solution that could improve visibility into key franchising business operations such as development, construction, finance, and marketing. Additionally, the company required a solution to help track and respond to incoming leads.

Key Challenges:

- Integrate solutions from all areas of the business on one platform to improve business outcomes and unit growth.
- Gain real-time data insights to diagnose problems and identify strengths.
- Track and respond to incoming leads easily and efficiently.

Successful Solution:

Lightbridge Academy selected FranConnect as their technology partner to provide technology solutions specifically developed for franchisors. FranConnect Sky brings information to one central location and enables franchise leaders to gain important, immediate insights and visibility into all areas of a franchise organization.

Business Benefits:

- Unit growth from a single location to over 85 child care centers either open or in development in five states.
- Visibility in lead tracking to strategically improve lead generation and unit growth.
- Removed silos and improved efficiencies throughout the franchise organization – from development and grand openings to driving leads and tracking marketing efforts.

Learn more about FranConnect Sky:
www.franconnect.com

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