

## Using FranFunnel on UK lead sources allowed Tutor Doctor to schedule more phone calls with more leads faster

### Tutor Doctor is Expanding Globally

Tutor Doctor, one of the world's top children's education franchises, was founded in 2000 and began franchising in 2003. Over the course of the last few years, Tutor Doctor has made it a priority to grow globally.

As of 2018, Tutor Doctor had grown to 299 U.S. franchisees and an astonishing 255 outside the U.S.

### Phone Calls and E-Mails Were Not Enough in the U.K.

Sabine Nevermann has been contributing to the international franchise sales effort for almost six years now. As a resident of Costa Rica, Sabine has a keen understanding for how different cultures react to various sales and marketing strategies. When she was given the challenge of helping Tutor Doctor sell in the U.K., she knew that she was going to have to adapt her and the company's style.

The top end of the U.K. sales process was focused on calls and emails, however the technology was not as advanced as it was in North America. So Sabine hand-made a system using Microsoft Excel to ensure that leads were emailed and called up to six times. Unfortunately, leads kept asking to communicate with Sabine via text, something she couldn't do!

### Adding FranFunnel To The Mix

Between the leads' desire to text and Tutor Doctor previously launching the platform in North America, Sabine was eager to add FranFunnel for U.K. leads. Some of the immediate benefits included:

- That it's a simple a straightforward platform to learn and use
- Notifications in-app as well as via e-mail keep Sabine informed as to who needs to be responded to
- Leads who don't respond can be easily moved out of sight and out of mind

### The Results Have Been Very Impressive

Through the U.K. pilot program, Tutor Doctor has been able to communicate via text with 35% of *all leads* that have come through the system. This is to go along with allowing Sabine and her team to decrease the number of unanswered phone calls that they have to make in order to make appointments.



**Sabine Nevermann**  
Franchise Development  
Coordinator  
Tutor Doctor since 2013

"The results that we've been getting are really amazing"

"I've been working with the UK for many years now, and I used to get a lot of 'Can I text you back?' from the leads."