

## Support your Franchisees, Increase Franchise Value

An Expert Calling Network (ECN) under the brand of your franchise provides a unique new way for franchisees to gain knowledge.

### **Q. What is an Expert Calling Network (ECN)?**

A. An Expert Calling Network or “ECN” is a online community of subject matter experts profiled in an ECN directory under your branding. Experts are paid to share their knowledge or expertise over the phone.

### **Q. How does an ECN work?**

A. Powered by Brainsy, Inc. an ECN uses patented web and telephony technology to broker paid ECN phone calls between selected “Experts” and those who pay to access their expertise.

### **Q. How will an ECN benefit me and my franchisees?**

A. Quality training is a significant component of what you’re selling to franchisees. But not all expertise needs to come directly from your company or staff. By making experts or franchise operating peers accessible and available to your franchisees via an ECN under your brand, you maintain quality standards, generate good will among franchisees, and enhance your brand’s value.

### **Q. Sounds great, how can we get started?**

A. To get started, contact Brainsy to determine annual pricing. You can then identify qualified experts and promote the ECN’s availability while Brainsy will manage the technology required to recruit the experts and operate the ECN on your behalf.

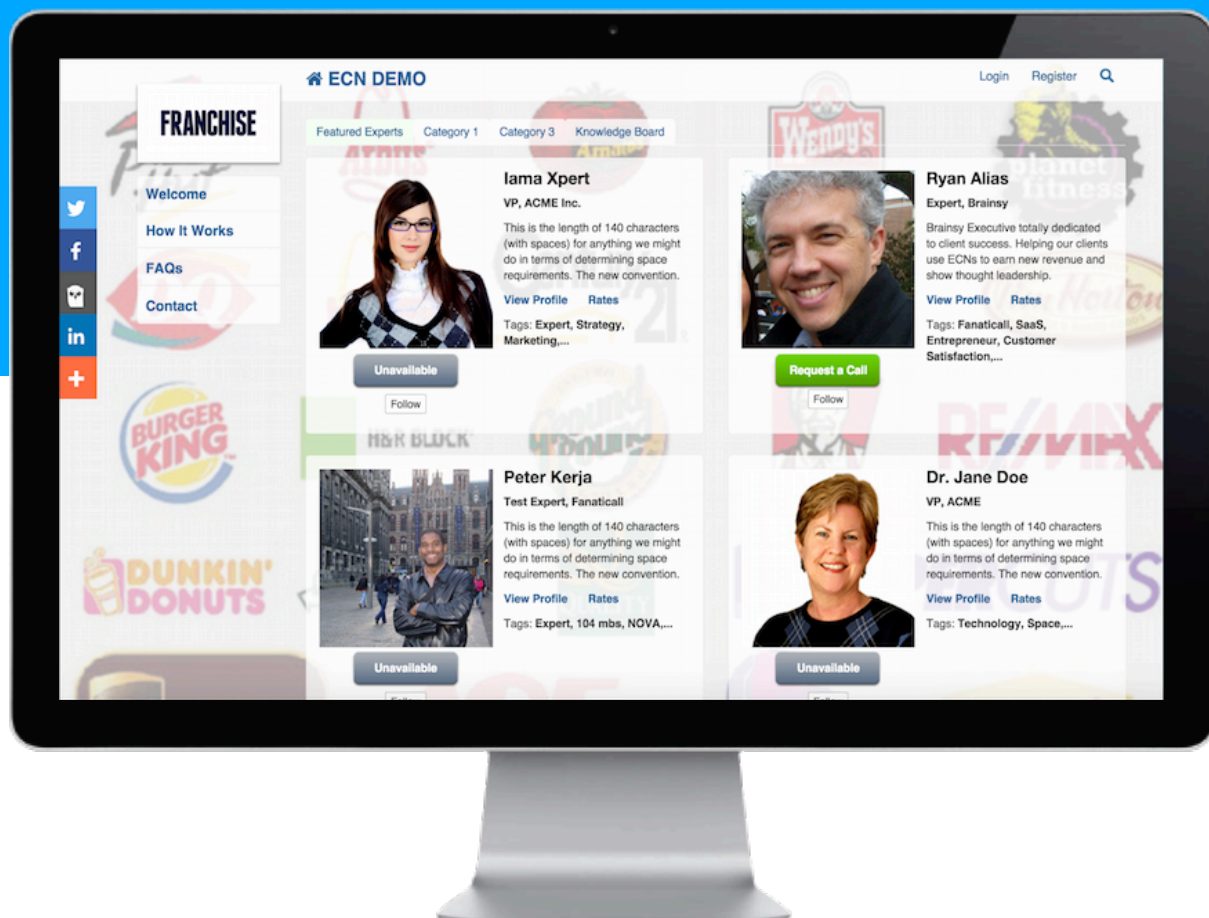
## Benefits

- Higher quality training
- On-demand experts
- Peer-to-peer support
- Desirable franchise



# ECN

Expert Calling Network



Powered by Brainsy, Inc.

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