

At A Glance

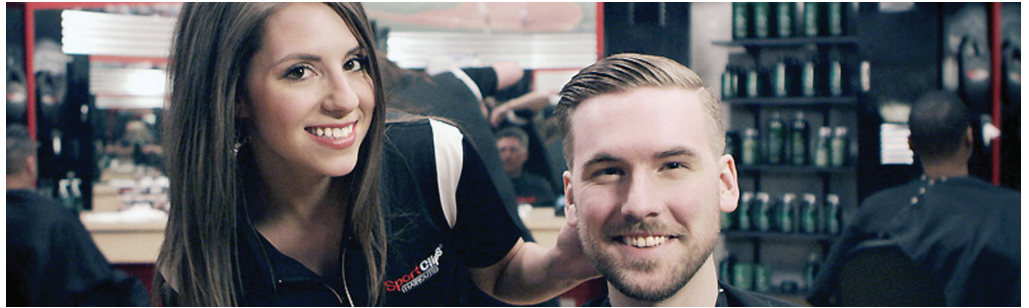
- Headquartered in Texas, Sport Clips Inc. is a national sports-themed hair care franchise for men and boys. One of the fastest-growing franchise networks, Sport Clips has more than 1,400 stores across the U.S. and Canada.
- Seeking a way to efficiently manage and distribute large amounts of content in various media formats, Sport Clips needed a central point for franchisees to easily access critical information.
- Sport Clips needed a solution to be intuitive and organized, while ensuring Sport Clips franchisees the latest version of business documents and resources.

The Primero Solution

- Webtreepro has enabled Sport Clips to achieve their goal of working smarter – by allowing the corporate office to provide quality information in a timely manner to its franchisees.

Benefits

- SaaS architecture provides full CMS via the cloud, no need to invest in hardware and software
- Role-based user experience presents users with customized information based on their role within the company
- Intuitive, simple content management puts control in the hands of the corporate team – no specialized IT training is necessary
- Digital asset management enables up-to-date information to be quickly found by both franchisee and corporate users



Background

Sport Clips Inc., the nation's leading men's and boys' hair care provider, was established in 1993 and started franchising in 1995. The sports-themed haircutting franchise, which specializes in haircuts for men and boys, is ranked by *Entrepreneur* as one of the Top 10 "Fastest-Growing Franchises" and ranks 36th in the "Franchise 500." It is also ranked by *Forbes* as a "Top Ten Best Franchise" to buy.

Time for a New Approach to Managing Content

From operations manuals to marketing materials to performance spreadsheets, Sport Clips produces a large quantity of content (more than 7,000 documents) that requires managing and updating. Sport Clips makes all of this content available to franchisees via web-based repositories, and it is essential that the information is accurate and easily accessible.

Franchisees demand the ability to log in, view content that is specific to their job requirements, and get right back to executing their business objectives. Due to its rapid growth, Sport Clips found that its previous method of content management couldn't keep up: The amount of new tools and documents being developed was making the task of managing content overwhelming and difficult. Additionally, Sport Clips' IT department had the manpower-draining task of managing this system, which needed constant attention, updates and organization.

“With Webtreepro, we have created an efficient digital asset solution with organized documents, advanced search and customized views. This makes for an extremely efficient user experience that our franchisees are raving about.”

The Primero Solution

Webtreepro delivered on all of Sport Clips' requirements – and then some.

Sport Clips' new 'Huddle' site – an Intranet portal for corporate and franchisees powered by Webtreepro – allowed the company to intelligently and systematically organize documents, ensuring that only the most up-to-date content was available. It also brought a personalized user experience to Sport Clips, wherein information presented to the user is customized based on their role within the company. Now, managers, regional developers, franchise development/support teams and more are presented with information that is relevant to them – streamlining their interaction with the site.

An integrated search function that enables keyword searches has been an invaluable tool for Sport Clips. In addition to making information quick and easy to locate, Sport Clips can now publish and set expiration dates on content – and receive an alert when a document is approaching expiration.

Quick Access to Quality Information

The results are in: With Webtreepro, Sport Clips franchisees are visiting 10% fewer pages – and spending 12% less time to obtain the information and materials needed to make their franchise a success. Additionally, overall participation is up: Sport Clips now has 41% more users accessing the Intranet portal to support their operations.

Quick, easy access to relevant, current content is proving to be a popular concept with Sport Clips franchisees. Almost 900 store managers have signed on and are using the new site in just the first 6 months of its deployment. The Huddle's intuitive, easy-to-use interface enables the Sport Clips Huddle to be managed by the corporate team – no specialized IT training necessary.



“We are very pleased with the rate of adoption among our store managers. Quick access to documents and resources helps them work more efficiently, which gives them more time to serve more clients. Webtreepro gives them the latest versions of all the materials needed to run their stores.”

Branded for Success

Sport Clips' new Huddle reflects the sharp, modern design aesthetic of the company's retail stores. Primero collaborated with Sport Clips to design the platform with this in mind – the look and feel and navigation are tailored to match what users have come to expect from the Sport Clips brand.

The new site's attractive design and ease-of-use play a role in the high adoption rates and positive overall user experience that Sport Clips franchisees are reporting.

Partnering for Results

All told, Webtreepro has enabled Sport Clips to be more organized, consistent, efficient and effective as an organization. The extremely flexible nature of the Webtreepro platform allows it to keep up with the fast pace of Sport Clips as they continue to grow as a business.

“Primero has proven to be a great partner. Their commitment to customer service has really shone through, and our comfort level in the partnership is very high. They went above and beyond to make sure we got exactly the solution we needed to provide the best experience possible to our users.”

The strong emphasis that Primero places on partnership was evident throughout Sport Clips' selection and implementation of Webtreepro.

Sport Clips points to Primero's consultative approach and the effective, two-way communication between both parties as being instrumental to the success of the implementation. The entire process went very smoothly and quickly – with no hiccups at all.

Rapid growth is the sign of a successful franchise – and Primero's Intranet solutions are there for support every step of the way.

Primero Systems, Inc.

Primero Systems, Inc. brings people, processes, content and ideas together to produce better business experiences. For more than 20 years, Primero has been helping businesses achieve their goals and their potential through the infinite capabilities of software. From their Webtreepro content management system to their mission-critical, enterprise-grade custom software, Primero solutions improve efficiency, accuracy and contribute to the bottom line. Headquartered in San Diego, Primero serves a broad array of markets from healthcare to franchise, travel and countless others. Follow Primero on Twitter, like them on Facebook or connect with them on LinkedIn.

Webtreepro

Webtreepro is an elegantly simple and powerful web content management solution for marketers seeking to maximize brand presence throughout a network of websites. Designed to publish content across one or thousands of sites instantly, Webtreepro addresses the needs of franchises, associations or any multi-location business. Webtreepro is distinguished by its flexibility to deliver relevant content based upon a nearly unlimited set of criteria. As an Intranet/Extranet, Webtreepro is equally powerful – providing a central site for content that can be accessed according to any number of criteria.

