

2011 'EMERGING FRANCHISOR OF THE YEAR'

# ATS KNOWS IT'S BUSINESS

## ATS know where you have come from

Why do so many small businesses fail? Could it be that as 'The Boss' suddenly everything rests on your shoulders? You are now not only the Managing Director, but also the Receptionist, Sales Rep, Marketing Analyst, Accounts Clerk, Debt Collector, IT Guru, Office Clerk and Chief Cook and Pot Washer? Not only is this incredibly demanding, but how does this leave you any time to work on your business strategy and become an expert in your new chosen field, all while trying to keep all the balls in the air and build a successful business?

## They understand where you want to go

Having been in that situation themselves, Ainslie and Sarah Allen decided to franchise their Electrical Safety Testing business. They wanted to provide a total administration service for their franchisees. "We know how difficult it can be managing conflicting priorities when you are a sole operator. On one hand, you can get so bogged down with invoicing and admin that your business and customer service can start to suffer. And on the other, as your customer service comes first, invoicing and debt collection gets overlooked and cash flow screams to a halt.

"We didn't want that to happen to our franchisees or our valued customers. We wanted our franchisees to focus on their core business – servicing their clients' test and tag requirements and growing their local businesses," both Ainslie and Sarah agreed.

## They give you the freedom to drive your own business

ATS have employed a team of dedicated operational and administrative staff to ensure the franchisees businesses run smoothly. The administrative team handle all aspects of administration including data processing and test report production, through to invoicing and debt collection.

ATS even prepare recipient created tax invoices for their franchisees to assist with their cash flow management. In addition to this, the ATS service team liaise with ATS

clients to schedule testing services; along with managing the relationship with ATS' major national clients. ATS also handle all of the above-the-line advertising and marketing, with a sales team dedicated to tendering for national work while sourcing local leads for franchisees.

This leaves ATS franchisees free to get on with the most important aspects of their business - servicing existing clients and growing their business at a local level.

## They free up your time to focus on the important things

ATS franchisees, Megan and Ken Black, from Canberra, said that the administration support provided by ATS was a major factor that attracted them to system. Ken said, "Being new to business we were looking for the support of a franchise system. With the professional team at ATS Head Office managing client reporting and billing, as well as national tendering for the franchise network, we can focus on providing the very best face-to-face experience in our community. We believe that is what will set us apart from our competition."

## They believe in the right people in the right roles

Chetan Khemlani, from Sydney, is also very impressed by the level of service provide by ATS. He stated, "I believe that the support provided by the franchisor is imperative to a franchisee's success, particularly in growing their own customer base.

"As ATS is an evolving network, the central support provided by the franchisor is customised to each franchisee's needs and based on their feedback. This has certainly helped me by allowing me to dedicate my time to finding new customers and to providing the best possible service to my existing customers," Chetan said.

## They know you need reliable cash flow

Nathan Brown, one of ATS' longest serving franchisees and Chairman of its Franchise Advisory Council, believes that the support provided by ATS, in particular the invoicing and debt collection service, is integral to the

success of his business. He noted, "Apart from taking away the headaches of chasing payments in what is currently a particularly challenging financial climate, this service ensures a steady cash flow for my business and peace of mind for my family."

## They know how to develop your business

In addition to helping its franchisees, another benefit of ATS having a central support office is the ability to secure and manage large national contracts. Unlike many of its competitors, the ATS support office staff manage the entire sales, scheduling and reporting process for its national clients.

Through regular communication with its clients, ATS also effectively monitors customer satisfaction by actively seeking customer feedback. This feedback is fed back to its franchisees, ensuring the network continually improves its service delivery and customer satisfaction promises.

## Proven success

In October 2011, ATS was awarded the Franchise Council of Australia's 'Emerging Franchisor of the Year'. Founders, Ainslie and Sarah Allen, are delighted with the recognition this award brings to their team. They said, "We believe in the honesty and integrity of our business – our family business – and the family businesses of our franchisees.

"We are passionate about the services we offer and determined to help our franchisees grow profitable, sustainable businesses. We are enormously proud of their successes and we see this as the hallmark of our brand as a leading franchisor."

Sarah Allen said that the award is recognition of all their hard work and their ongoing commitment to supporting the franchisees through best practice business operations.

"To receive this award from the highly respected Franchise Council of Australia, and beat retail systems for the award, is testament to the quality of our network," said Sarah.

**For further information on Appliance Tagging Services please contact Steve Wren:**

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# Australia's premier **Test and Tag** franchise has opportunities for passionate franchisees Australia wide



Your **Appliance Tagging Services** franchise ticks all the right boxes ....

- ✓ Low entry costs
- ✓ Large territories
- ✓ Access to an established ATS Client base
- ✓ Sales and Marketing support
- ✓ High level of administration and operational support
- ✓ Report preparation, invoicing, debt collection handled for you!
- ✓ Genuine repeat business
- ✓ Full training provided – no electrical experience required
- ✓ Not weather dependant
- ✓ Part of the \$10 billion safety industry

Winner FCA  
Emerging  
Franchisor  
of the Year  
2011



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