Maximising Efficiency: Scaling with HubSpot and Struto's Solutions for Franchises Webinar - Transcript

0:0:3.820 --> 0:0:4.940
Ryan Waters
With some elevator music.
0:0:6.770 --> 0:0:7.210
Sean Fowles
Wonderful.
0:0:10.830 --> 0:0:14.270
Ryan Waters
And we're live. Welcome, everyone.
0:0:17.10 --> 0:0:24.170
Nsovo Shimange
Hello everyone and welcome to today's webinar on maximising efficiencies and scaling business with HubSpot for franchises.
0:0:25.740 --> 0:0:48.860
Nsovo Shimange
Let’s start off by getting some formalities out of the way. We'll start with some housekeeping. You'll notice that your lines are muted and the cameras have been turned off. Please feel free to use the chat feature and the Q&A button to submit any questions that may arise. The webinar is being recorded and it will be available on demand approximately 48 hours after this session.
0:0:50.470 --> 0:0:52.870
Nsovo Shimange
Feedback is valuable to us, so please...
0:0:54.420 --> 0:1:5.980
Nsovo Shimange
fill in the survey that we'll send out later on after this webinar. By opting into this webinar, you're signing up for our marketing updates, but feel free to unsubscribe at any time.
0:1:10.460 --> 0:1:23.900
Nsovo Shimange
This webinar has been crafted for franchise businesses. However, if you're part of a multi-unit or multi-site business, you're also in the right place. Welcome, and we're happy to have you here. Before we dive in, let's have a look at our agenda.
0:1:25.490 --> 0:1:36.850
Nsovo Shimange
First, I’ll introduce our hosts, then we'll look at who HubSpot and Struto are as companies. Then we'll explore why HubSpot is perfect for franchises.
0:1:38.310 --> 0:1:58.950
Nsovo Shimange
We'll move on to discuss the challenges faced by franchisors and group companies, and then look at solutions. Next, we'll introduce you to motherSHIP and strutoIX, our in-house products that help our clients every day. We'll take a look at use cases and how to implement these solutions.
0:2:0.500 --> 0:2:5.660
Nsovo Shimange
Finally, we'll leave enough room for Q&A at the end and conclude with closing remarks.

0:2:10.980 --> 0:2:35.340
Nsovo Shimange
Let me start by introducing myself. My name is Nsovo Shimange. I'm a digital marketer here at Struto and your host today. I'm joined by Sean Fowles, the head of revenue and customer success, and Ryan Waters, my colleague at Struto. We also have a special guest from HubSpot, Matt Smith. I'd like to take a moment to give them the chance to introduce themselves.
0:2:36.140 --> 0:2:41.260
Nsovo Shimange
Let's start with Ryan, then move on to Sean, and finally Matt can wrap up the introductions.
0:2:42.580 --> 0:3:8.20
Ryan Waters
Awesome. Thanks, Nsovo. So yeah, I'm Ryan Waters. I'm a solution architect here at Struto, and I have a deep passion for solving problems by leveraging technology and developing processes to help teams get more out of the technology. I must admit, I'm super excited to be here today. It's a really great topic, and I look forward to unpacking it more on this call. Over to you, Sean.
0:3:8.780 --> 0:3:9.60
Ryan Waters
Over to you, Sean.
0:3:10.220 --> 0:3:34.100
Sean Fowles
O'clock, thank you, Ryan. It's lovely to be here. I'm Sean Fowles. I head up revenue at Struto as well as customer success. I often get asked what does that mean? To simplify, it's everything our team says we can do, and I'm accountable for ensuring that we do deliver. I'm very passionate about solutions, and I've been a consultant in the past in the SAP space. I've been in sales for a long time as well.
0:3:35.260 --> 0:3:43.340
Sean Fowles
I love meeting people and playing golf and paddle more recently, so you'll certainly find me there and I'm always open to a conversation around efficiency.
0:3:44.370 --> 0:3:45.970
Sean Fowles
And I'm going to hand over to Matt.
0:3:47.450 --> 0:3:52.570
Matt (HubSpot)
Thanks very much, Sean. It's great to be here with you today as the special guest.
0:3:54.260 --> 0:4:17.860
Matt (HubSpot)
As it says on the slide, I'm an account manager over at HubSpot. This means I work with large and sometimes complex organisations to help them evaluate and deploy HubSpot from a software perspective. I work a lot with partners like the team here at Struto to look at how you can actually roll out and fit HubSpot in as a CRM alongside the tech stack.
0:4:19.340 --> 0:4:27.300
Matt (HubSpot)
I've been with HubSpot for nearly four years, and I'll give a very light intro into what the platform actually is shortly. But yeah, thanks guys, good to be here.
0:4:28.810 --> 0:4:43.370
Nsovo Shimange
Thanks, gentlemen. Now, Sean, can you tell us more about Struto, our background, and what

we bring to the table? After that, we'll jump back to you, Matt, to explain what HubSpot is and how it helps businesses.
0:4:45.570 --> 0:5:3.970
Sean Fowles
Plus. Thanks, Nsovo. Also, welcome to my elevator. Take a short ride with me. Struto is a HubSpot partner. We're a very experienced HubSpot partner and have been in the ecosystem for a long time. We've worked with both end customers and other partners who have solutions.
0:5:5.540 --> 0:5:16.340
Sean Fowles
Under HubSpot Partners specifically. We're excited about the technology, and the solutions we provide tie into our strategy as a business. We're focused predominantly on more technical solutions.
0:5:16.610 --> 0:5:19.610
Sean Fowles
We're award-winning in that sense. We've won impact awards relating to those technologies and specific client fit solutions. Dovetailing a bit on Matt's comment about complexity, we've often been involved in very complex solutions, helping to repurpose those for clients who need parts of those solutions.
0:5:21.180 --> 0:5:40.620
Sean Fowles
Our speciality is working with group companies in a franchise model, and we work with VCs and companies or venture capitalists to create head office-style entities or those wanting to see from a higher-level funding point across the entities they work with. And then lastly, we work across countries as well, talking about multi-country entities.
0:5:42.340 --> 0:5:50.660
Sean Fowles
Finally, we offer an array of our own products that work with the HubSpot platform, and we're very excited to talk about a few of those a little later. So yeah, I'll pass it back to the team.
0:6:17.400 --> 0:6:18.120
Sean Fowles
Take it away.
0:6:20.230 --> 0:6:21.390
Matt (HubSpot)
Terrific. Thanks, Sean.
0:6:22.940 --> 0:6:28.300
Matt (HubSpot)
Over the next two slides, I'll talk about what HubSpot actually is as a platform.
0:6:29.980 --> 0:6:42.60
Matt (HubSpot)
And just as importantly, how it can support franchises. I'll do my best to be as unbiased as possible and avoid any hard sell, but do shout at me in the chat if I completely miss the mark.
0:6:43.700 --> 0:6:53.20
Matt (HubSpot)
In its simplest form, HubSpot is a CRM database to capture and support the customer engagement journey throughout their interactions.
0:6:54.130 --> 0:7:7.490
Matt (HubSpot)
And dealings with your company and franchises. For anyone brand new to all things CRM —

it will be a bit unlikely — just think of it as a very powerful spreadsheet from which you can run a lot of engagement and customer automation.
0:7:9.60 --> 0:7:23.740
Matt (HubSpot)
Having a system that captures all those customer engagements and touch points gives you visibility into the customer journey, where people are engaging with you, your franchises, and to see opportunities for growth and what's going well and ultimately.
0:7:24.370 --> 0:7:48.810
Matt (HubSpot)
And perhaps most importantly, start to standardise that customer experience as they engage with you at different points through their journey with your franchises. As you can see on the slide, we call out a few different areas as HubSpot provides a view throughout the entire customer journey. What I really mean by that is, really simply, the likes of marketing: when they go on your website, click around content.
0:7:49.620 --> 0:7:56.860
Matt (HubSpot)
Download stuff, engage with a chat bot, fill out a form to express interest—this goes into the system and gives you the chance to engage with them.
0:7:57.370 --> 0:8:17.50
Matt (HubSpot)
Based on that, and start to nurture them from a sales perspective, they can be picked up by their direct team to start engaging based on what they've looked at and then right through to customer service where you can start looking at tickets and surveys, essentially customer support and aftercare teams and monitoring that communication all the way through.
0:8:18.820 --> 0:8:27.260
Matt (HubSpot)
Final point and point of differentiation – this is where I do risk being a little bit salesy – but the big difference between HubSpot and other systems.
0:8:28.10 --> 0:8:42.170
Matt (HubSpot)
It's an incredibly noisy marketplace for anyone who's looked, so HubSpot was traditionally built as a marketing platform for marketing and business users. The reason I say that is it's a big difference from perhaps some of the more traditional systems out there.
0:8:43.740 --> 0:8:48.460
Matt (HubSpot)
Built for IT that makes it very difficult to get going, whereas HubSpot we would say.
0:8:50.180 --> 0:8:52.940
Matt (HubSpot)
Significantly improves usability and adoption.
0:8:54.120 --> 0:8:56.480
Sean Fowles
I'll just say that too. I've heard them say it.
0:8:56.570 --> 0:8:59.290
Ryan Waters
That's, I've definitely said that. Yeah.
0:8:59.500 --> 0:9:1.260
Sean Fowles
You're not the only biased one, Matt, don't worry.
0:9:1.860 --> 0:9:3.660
Ryan Waters

I'm extremely biased. Yeah.
0:9:2.380 --> 0:9:4.260
Matt (HubSpot)
Yeah, good. Yeah.
0:9:6.740 --> 0:9:25.540
Matt (HubSpot)
And a little bit more on why HubSpot for franchises specifically. A big part of this for all the bullet points here is the last point I was talking about: usability and ease of adoption. This gives franchises, often trying to scale very quickly.
0:9:27.340 --> 0:9:34.420
Matt (HubSpot)
An easy system to adopt and get value out of quickly so they can run their business effectively, set themselves up for scale without it just being another admin task.
0:9:34.990 --> 0:9:36.70
Matt (HubSpot)
Put really simply.
0:9:37.620 --> 0:9:47.940
Matt (HubSpot)
A couple of other points here, just as they're on the slide as well: having the centralised data management makes reporting and visibility a lot easier both for franchises and at group level.
0:9:49.820 --> 0:9:55.820
Matt (HubSpot)
Automation. As I mentioned, a lot of franchises are often looking to scale quickly.
0:9:57.500 --> 0:10:10.20
Matt (HubSpot)
On tighter budgets as they grow out their team, so there's a lot of automation there to help them act like a bigger business, scale quickly, and automate nurture processes to engage with customers.
0:10:11.220 --> 0:10:36.980
Matt (HubSpot)
Already touched on the simplicity of rollout to keep it things simpler and the last point bit more of a marketing buzzword. This one, but connected independent. So really just talking about essentially that franchises can run autonomously on their own day-to-day while feeding a lot of data back up to group level to give the organisation a bigger pitch.
0:10:37.780 --> 0:10:39.500
Matt (HubSpot)
And support strategic decisions so.
0:10:41.760 --> 0:10:42.160
Sean Fowles
Makes sense?
0:10:41.830 --> 0:10:43.470
Nsovo Shimange
But thanks.
0:10:42.790 --> 0:10:45.550
Matt (HubSpot)
I will hand it back to Sean, I think.
0:10:47.120 --> 0:11:11.600
Sean Fowles
All good. Well, thank you very much, Matt. Again, this ties in. So just for those attending, we've got a little bit of a theme. We will move through some of the you know how the

solution feels and then move into some of the challenges and then back into those sols. So Ryan will follow on from me and talk really about addressing these challenges. But the first thing and the most important thing is often to review what is challenging and why it might be relevant to the conversation.
0:11:12.380 --> 0:11:20.820
Sean Fowles
So, first things first, we've got to understand what a franchise group looks like or what a multi-site group looks like or certainly an area where these challenges might exist.
0:11:21.670 --> 0:11:44.230
Sean Fowles
So a group that we might deal with often has more than one entity. That's as simple as it is. As soon as you pass the one entity mark and you are in 2, 3, 4, 5, 6, 7 potential portals, you start to have these and see these issues. Again, the biggest and overarching issue is that which we call operational efficiency and it's the first point on the list of issues.
0:11:45.780 --> 0:11:56.660
Sean Fowles
People often say, well, operational efficiency is very wide. It transcends just the software solution. But the issue you've got is that when you're generating the customer interest or the revenue interest at the start.
0:11:57.660 --> 0:12:25.260
Sean Fowles
If there's a different process happening in the operation in one entity versus another, it's likely you're going to have trouble, right? This could be finger trouble, this could be a passing of information error, this could be duplication and all that will lead to a poor customer experience. The challenge there as well is that that data is siloed and as a result, because you don't have transparency, you might be servicing the customer and giving them the same bad experience but...
0:12:26.20 --> 0:12:27.260
Sean Fowles
potentially in an exponential way.
0:12:27.700 --> 0:12:35.540
Sean Fowles
If you've got one, two, or three entities, and you branch beyond that, they could have multiple bad experiences. And again, you won't recover from that point.
0:12:37.100 --> 0:12:58.500
Sean Fowles
I've noted the manual data entry. Again, when you've got a situation where you need to pass information from, let's say a franchisor level down to a franchise back up again, if it's being captured and a solution isn't taken care of from a programmatic perspective, you probably have the odds that a percentage of that will be missed, missed errors or some loss of revenue.
0:13:0.170 --> 0:13:3.570
Sean Fowles
The key thing that we look at and I'll work through reporting at the end.
0:13:5.140 --> 0:13:30.380
Sean Fowles
But the customer experience and consistency of that experience we can find to be quite a big problem in the sense that you don't have any downstream control of what that information is going to do, right? So as a franchisor or a VC company or a head company in the scenario, if you've got certain methods of working with your clients, that could be a sales process, it could be a marketing, communication, templates, any area of interaction.

0:13:31.220 --> 0:13:57.340
Sean Fowles
You'd want to manage that consistency throughout. This is a method in which we would do that, and Ryan will go into that solution in a bit more detail. And so will I, but for the most part, you will not have that link live. You might look at this and go, a lot of my day is actually spent driving that consistency and trying to remind people to do things like we want to do at head office or like we want to do in the parent company. Again, this is an area in which we address that.
0:13:58.180 --> 0:14:2.60
Sean Fowles
Another key element is that we don't have user definition, right?
0:14:2.640 --> 0:14:21.640
Sean Fowles
So as a key user or as a key stakeholder at perhaps a parent entity, you don't have any visibility of who's dealing with the data downstream. We can provide that link and we'll go into more detail on that. And then lastly, probably the most important part that we see in the franchise model is reporting. So...
0:14:23.180 --> 0:14:35.260
Sean Fowles
Most franchises we engage with at the start, most VCs, most group companies and most global companies can't factually state the data unless they get that data and consolidate that data themselves.
0:14:35.640 --> 0:14:38.960
Sean Fowles
Manually. So to Matt's earlier comments around a very fancy spreadsheet...
0:14:40.580 --> 0:15:5.780
Sean Fowles
this takes away the error in having many many franchises provide you their data and you consolidating that. The challenge we have often is that folks don't realise just how ridiculous that issue is, how unnecessary it is for you to have to sit and collate information. Reporting can be real-time. So again, the solution which we'll cover off in a few minutes...
0:15:6.660 --> 0:15:9.20
Sean Fowles
will really walk through addressing that time constraint.
0:15:10.220 --> 0:15:24.860
Sean Fowles
The challenge most folks have in this process is they can't get buy-in from the organisation or the budget to solve the problem, and that's what we want to address. We want to help you understand just how much time we can save addressing these issues and understanding those challenges.
0:15:26.380 --> 0:15:27.980
Sean Fowles
Last thing I'll add before we move to the next slide...
0:15:29.660 --> 0:15:43.420
Sean Fowles
and on the whole challenges around brand are also very present. We work with a number of companies—again, we'll go into detail—where the consistency of communication, the message and brand is missed along the way.
0:15:43.950 --> 0:16:0.470
Sean Fowles

It's not just practical, physical applications in CRM; it's the feel you're giving the customer. So again, just another very important highlight on that. I'll stop there. That's the saddest part of this hour. I'll let the team jump in to work through the next process. Go ahead.
0:16:1.240 --> 0:16:25.80
Ryan Waters
Thanks, Sean. So yeah, in my part here, I'm going to be talking about how we solve those challenges. Obviously, this is core to what I do. What I'd like to say really is being a HubSpot evangelist is probably the right way to put it and working at Struto for all these years—we obviously have come into this marketplace with a HubSpot lens and...
0:16:25.900 --> 0:16:29.900
Ryan Waters
something that was drilled into me from the early days is all about people, processes and technology.
0:16:30.760 --> 0:16:54.920
Ryan Waters
So when it comes to operational inefficiencies, putting a system like HubSpot in place is fantastic to help you streamline, you know, your business processes and make sure you're collaborating and communicating with your customers in the right way. Putting the tools in place enables that, and it's an absolute no-brainer from that perspective.
0:16:55.700 --> 0:17:1.620
Ryan Waters
The next part is when you start thinking about these multi-entity businesses and franchises and the like.
0:17:2.870 --> 0:17:31.630
Ryan Waters
We think about different portals and how to share information. With that in mind, we've developed a product we call Struto IX which enables us to connect different systems. On top of Struto IX, we've developed a flagship product or solution called our mothership product. It's more about connecting HubSpot portals together. So think about a hub-and-spoke environment.
0:17:31.920 --> 0:17:57.160
Ryan Waters
You have your head office or franchisor in the middle, franchisees distributed around that ability to share information between different instances of HubSpot. And when thinking about Struto IX again, we're connecting other systems where data could be stored. It might be your finance systems or ERP.
0:17:58.220 --> 0:18:1.820
Ryan Waters
You name it. If there's a system out there with an API...
0:18:2.560 --> 0:18:32.520
Ryan Waters
and it makes sense to have that information in HubSpot, we can connect those systems together to ensure data isn't siloed, which leads me to that next point. If you think about data silos and the challenges that come with that, it's all about helping someone make a decision or do something the right way to deliver the experience. So the experience isn't just the customer, but your team around you that has to engage with your customers and deliver the experience. Having the technology in place enables that.
0:18:32.830 --> 0:19:2.790
Ryan Waters
When it's not connected, you're thinking about manual data entry and you hear about it all the

time. People need to go into one system and then into another. They've got two windows, two screens. It just creates a whole world of trouble, clutter, and time wasting, really. When it comes to reporting, we want to get it right. Obviously, if your data's not correct...
0:19:3.300 --> 0:19:32.900
Ryan Waters
you can't trust it. Manual data entry can lead to corrupted data, leading people not to trust their reports. We think about reporting as a group or multiple portals. Some clients decide to centralise that, syncing all the data into that portal to build real-time dashboards using HubSpot reporting. Super easy to do and efficient. In other scenarios with some clients, we think about BI tools like Power BI and maybe data warehouses like Snowflake.
0:19:33.240 --> 0:19:58.160
Ryan Waters
That's really about transparency using Struto IX to send data around. Brand consistency is probably the next thing, and what I'd like to talk about is Struto CX, another product we haven't touched on yet. At the heart of it, when I first joined Struto, we were very focused on developing websites on top of HubSpot and our experience in doing that and enhancing HubSpot has always been...
0:19:39.10 --> 0:19:41.170
Ryan Waters
something close to me, based on my background.
0:19:41.890 --> 0:21:6.90
Ryan Waters
But the benefits with HubSpot and building on HubSpot is the ability to track, engage, and build out automated processes based on people's interactions with your content. We've enhanced that further with Struto CX, enabling pre-built modularised experiences on top of HubSpot. One of our products is the Struto DAM (digital asset manager), where you can centralise your business assets. People's logos change, rebrands happen, and you need to store information in the right way. This isn't just used for your team or franchises but can be leveraged for customers. Think about centralising information.
0:21:6.930 --> 0:21:10.450
Ryan Waters
And equally, how we communicate, leveraging automation marketing emails distributed across the group. We easily synchronise that with Struto IX products.
0:21:55.730 --> 0:22:14.610
Ryan Waters
When considering onboarding and training, whether training staff or customers on how to use products, we've developed Struto CX's LMS. With that, you can deliver learning management, think about courses, and experiences, quiz them to ensure understanding. It's a place people can be educated, stay on top of messaging, and understand products. A significant aspect of what we do.
0:22:14.930 --> 0:22:38.350
Ryan Waters
I think that brings me to the end of this slide. I'll hand it back over to you, Sean.
0:22:45.810 --> 0:23:10.610
Sean Fowles
I'll just give it a second. Back to what Ryan said, there are many solutions, and ways to tackle these issues from an experienced place. The focus is to understand your unique framework and identify challenges in the context of others. Ryan mentioned data structure needs to be uniform, then unify data for reporting, transactions, and operations.
0:23:11.410 --> 0:23:21.690

Sean Fowles
I'd like to introduce our key solution, our mothership solution. Anecdotally, the term comes from the movie Independence Day. It's where the mothership sits outside the atmosphere, likely where you are as a franchisor or franchise, like smaller alien ships in the marketplace. Communication is channelled centrally up and down. If you're doing marketing on behalf of a group, generated leads can be pushed down using mothership technology.
0:23:49.890 --> 0:24:1.890
Sean Fowles
With its key features, we synchronise data across multiple objects, sending contact information, company information, lead information, or even tickets if you're a service organisation. Even stock information can move.
0:24:2.440 --> 0:24:14.400
Sean Fowles
The idea isn't to replace your ERP, but interact with it to provide real-time information up and down the stream. Like in the movie, everything was known by the mothership. In our solution, business rules can be set.
0:24:15.970 --> 0:24:32.970
Sean Fowles
We monitor where information goes, reporting back and forth between entities. Unifying data is key. In Independence Day, the mothership knew everything, similar to our solution. Instructions were driven from the mothership.
0:24:33.560 --> 0:24:59.680
Sean Fowles
That flow of information goes up and down, and we walk you through monitoring, back and forth between the entities. Unifying that data is key. Every time something happened, the mothership knew, just like our solution. Business rules can be set, processes handled, and monitoring takes place.
0:25:0.490 --> 0:25:3.770
Sean Fowles
In both directions, and not just one-to-one structure. We have multiple tiered solutions and can go into complex examples in a bit.
0:25:4.720 --> 0:25:29.800
Sean Fowles
To contextualise this, and why it's relevant, identify the challenges from earlier around data silos and customer experiences. If information flow is manual, I implore you to look at our site, the mothership context for more information. We walk you through it, give guidance. The list of challenges ties entirely to this list here. I'll stop for now. Ryan has some magic to share on the CX side. Go ahead, Ryan.
0:26:4.650 --> 0:26:7.690
Sean Fowles
John's favourite thing is to come from you, so thanks for being good.
0:26:5.10 --> 0:26:6.810
Ryan Waters
I muted myself for a second there.
0:26:8.610 --> 0:26:34.890
Ryan Waters
Perfect. Back to Struto CX, what do we think of Struto CX? It's a modularised platform, enhancing HubSpot further to deliver digital experiences. This is such an exciting area with HubSpot. What was the CMS has now developed into the Content Hub. It's about how you deliver content to help with communication, whether in sales or customer service.

0:26:35.470 --> 0:27:5.390
Ryan Waters
HubSpot developed the membership side, enabling you to login and build a back end. We deliver experiences, not just the front end navigating the website, but encouraging login and account creation. Our pre-built modules deliver different experiences.
0:27:31.450 --> 0:27:37.50
Ryan Waters
Part of that is digital asset management, relevant here. I touched on it already. Storing important information shared across a group of people. Sharing that information is one thing, but HubSpot's power is the tracking part. See who's engaging, interacting, and automating experiences off asset engagement.
0:28:4.210 --> 0:28:11.730
Ryan Waters
Really exciting part of the product. The learning management system is close to me; working on many projects rolling that out. Equipping teams with tools to put information together. Not just about video or passing an exam, sometimes a series of information to help break down difficult subjects.
0:28:46.350 --> 0:29:14.990
Ryan Waters
An interactive place where people can be educated, stay on top of your messaging, and engage with content. Tracking capabilities ensure engagement and completion. Really great from that perspective. We're enhancing further, building customer portals.
0:29:29.130 --> 0:29:47.730
Ryan Waters
The world's your oyster for building on top of that. Exciting place to be. If you have questions or want to know more, happy to take you through a demo. Reach out, we're excited to do that. I'll hand it back to the Struto use cases, Matt, over to you on this first point.
0:30:2.850 --> 0:30:8.810
Matt (HubSpot)
Thanks, Ryan. I'll jump into this first one and give context. Hopefully across these real-life use cases we can bring these concepts to life.
0:30:10.370 --> 0:30:33.370
Matt (HubSpot)
UK Independent Care franchise, our first use case. Around 170 franchises providing on-site care. Each franchise used its own CRM, spreadsheet, or software, making it hard to get visibility, both for the franchise and group level. Passing data was a challenge, not happening at all.
0:31:2.370 --> 0:31:3.370
Matt (HubSpot)
Sticking to the Independence Day reference, it would have been a much shorter film if the little ships weren't passing data up to the mothership, which was happening here.
0:31:36.450 --> 0:31:36.690
Ryan Waters
OK.
0:31:41.50 --> 0:32:9.50
Matt (HubSpot)
A couple of franchises went ahead with HubSpot initially before standardising. After 12 months they saw a 15% increase in conversions, leading to group discussions to roll out HubSpot and Struto, making it more affordable and structured. A big change for the group from both a technology and culture shift perspective, which is why we bring a partner like

Struto to ensure standardisation and improve reporting.
0:32:9.970 --> 0:32:13.370
Matt (HubSpot)
Ryan, any jokes?
0:32:54.170 --> 0:32:54.490
Ryan Waters
Yeah.
0:32:57.690 --> 0:33:7.90
Ryan Waters
I'll talk more about the implementation process. Matt and I had the pleasure of presenting at a big franchise day—that was fun. Outside that, my job was to run workshops to understand their business challenges.
0:33:10.550 --> 0:33:10.870
Sean Fowles
Bend.
0:33:31.580 --> 0:33:55.860
Ryan Waters
It was great that we had success in some test cases already. We interviewed them to understand what was working and then worked with the head office. We developed a pilot and custom demo portal for their needs, tested it, then rolled it out to a small pilot group initially. We learned a lot about adoption and created training materials.
0:34:33.200 --> 0:35:3.160
Ryan Waters
It was about the lead inquiry process, ensuring consistency and great experiences for people in need. It was about processes to support that. The pilot got off the ground, and now we're rolling it out to additional franchises. We connect them using mothership to distribute demo environments. It offers future opportunities for enhancements with low effort.
0:35:31.210 --> 0:35:35.850
Ryan Waters
As processes evolve, rolling them out to other portals becomes easier.
0:35:36.330 --> 0:35:46.730
Ryan Waters
Sean, any thoughts?
0:35:47.630 --> 0:36:16.950
Sean Fowles
I've got some to share. From what I've seen in similar cases, a large change management process can be overwhelming without familiar tools. In the second example, we've got a franchise with hundreds of franchises but multi-tier organisations—large holdings, then regional, then franchises. Our solution is one-to-many, then multi-tier.
0:36:17.760 --> 0:36:42.280
Sean Fowles
Global-level HubSpot rollout in this case, with marketing driving conversions on HubSpot's Content Hub. Feeding data flow into second-tier regional heads, then third-tier HubSpot entities. By the end of the process, it's about 1000 HubSpot portals all communicating using mothership.
0:37:15.450 --> 0:37:19.330
Sean Fowles
It's also employing the learning management system for team education, branching modules.
0:37:28.250 --> 0:37:51.10
Sean Fowles

It's a significant change, and innovative. They monitor course engagement with analytics across content, proactively serving content, tracking engagement, and completion with consent, supporting marketing and workflows automation.
0:38:11.570 --> 0:38:14.930

0:38:14.930 --> 0:38:23.330
Sean Fowles
To continue, we also work with government and regulatory bodies, handling compliance, serving specific content, and maintaining uniformity. They must maintain objective solutions, ensuring uniform delivery of information, as it's often in a request for proposal or information environment.

0:38:24.170 --> 0:38:41.330
Sean Fowles
What's relevant here is that these bodies have multiple entities within them requiring uniformity. Lastly, I'd like to touch on energy and renewable space picking up interest. This space is very joint venture driven—often group companies sharing services or marketing funds.

0:38:42.890 --> 0:38:59.490
Sean Fowles
Marketing teams normally generate interest centrally and then distribute it across the group and entities. Especially in the coaching scenario, these aren't always head office owned entities; these might be groups with many independently owned businesses needing consistent operation.

0:39:0.960 --> 0:39:28.40
Sean Fowles
They can't access centralised information, not wholly owned at head office. The solution aids these renewable sectors within such structures. Similarities lie across all our group and franchise entities.

0:39:28.40 --> 0:39:35.250
Sean Fowles
We are keen to engage you directly while protecting all logos and specifics due to project sensitivity.

0:39:35.250 --> 0:39:43.00
Sean Fowles
That's our examples for today; eager for your questions and over to you Ryan.

0:39:45.840 --> 0:39:48.40
Sean Fowles
Actually, I'm continuing. Don't tire from my voice yet.

0:39:48.40 --> 0:41:5.480
Sean Fowles
From Struto’s perspective, we handle the process specifically. Echoing Ryan, after templatisation, we workshop outcomes: desired reports, necessary data flow, and non-

essentials. This leads to smoother onboarding, content provision, group sign-in, feedback alignment, and a team rollout aligning with peer expectations.

0:41:7.120 --> 0:41:15.480
Sean Fowles
Training solutions can be programmatically provided or via classroom, depending on franchise style. We do assessments with no one-size-fits-all model to manage change effectively.

0:41:16.120 --> 0:41:43.160
Sean Fowles
It’s about overall engagement, stakeholder buy-in, and team-driven pilot initiation. Solutions will be end-user customised with uniform practises and specific business applications. From caregiving to coaching to regulatory to energy—it varies greatly.

0:41:49.120 --> 0:42:14.720
Sean Fowles
Struto stands ready to support your specific needs, bringing you the best solution fit for your business context. Back to the team for last steps.

0:43:21.690 --> 0:43:27.610
Nsovo Shimange
Thank you, Sean. Let's move onto Q&A, tackling questions accumulating throughout the session.

0:43:29.400 --> 0:43:33.880
Nsovo Shimange
Let's see the queries arising during our webinar.

0:43:37.930 --> 0:43:39.490
Sean Fowles
Hopefully, we’ve been thorough.

0:43:42.320 --> 0:43:43.360
Nsovo Shimange
Any questions?

0:43:42.490 --> 0:43:48.290
Ryan Waters
None pre-submitted yet. Questions welcomed from the floor.

0:43:51.490 --> 0:43:53.10
Sean Fowles
I see a few incoming.

0:43:56.870 --> 0:43:59.390
Sean Fowles
Nsovo, what's showing in the chat?

0:43:59.930 --> 0:44:3.330
Nsovo Shimange
First query: how can HubSpot streamline the onboarding process for new franchisees?

0:44:12.220 --> 0:44:14.980
Sean Fowles
Ryan, do you want this one? I'll tackle the next.

0:44:12.970 --> 0:44:14.210
Ryan Waters
Sure, why not?

0:44:15.720 --> 0:44:39.640
Ryan Waters
Great question. Onboarding could mean two things—either onboarding into HubSpot itself or any new system like cybersecurity. HubSpot could involve training via HubSpot's Academy and other Streuto support. For franchises, Struto CX's LMS offers training creation—videos tailored for whichever system you integrate.

0:44:45.740 --> 0:45:10.540
Ryan Waters
It's limitless from that perspective. Hope that helps. Let us know if otherwise.

0:45:27.830 --> 0:45:29.710
Sean Fowles
Another chat question?

0:45:28.700 --> 0:45:29.740
Nsovo Shimange
Thanks, Ryan.

0:45:31.360 --> 0:45:36.840
Nsovo Shimange
Next, how do you approach change management for hesitant stakeholders?

0:45:38.280 --> 0:46:6.920
Sean Fowles
Right on, I'll handle this. Change management is critical. When engaging users in groups, we find change agents. Any spotted challenges indicate need for change. We help identify support needs for change—people being reluctant might stem from not wanting dictation, investments, or solution trust. In our change management, we tackle those concerns...

0:46:7.760 --> 0:46:12.560
Sean Fowles
by including involvement for buy-in and communicating concisely to simplify processes.

0:46:44.370 --> 0:46:59.110
Sean Fowles
We aim to get everyone on the same page. Peer interactions, simplified solutions, and regular

communication tackle resistance. Between Struto and HubSpot support, we pursue collaboration and clarity.

0:47:0.00 --> 0:47:1.260
Nsovo Shimange
Thanks, Sean.

0:47:35.410 --> 0:47:35.890
Ryan Waters
Definitely.

0:47:35.550 --> 0:47:35.710
Sean Fowles
Yes.

0:47:37.480 --> 0:47:45.400
Nsovo Shimange
Glad we discussed change management leading to, how do we know if our franchise is HubSpot and Struto-ready?

0:47:48.160 --> 0:47:50.520
Ryan Waters
I'll tackle this one. Good query.

0:47:49.850 --> 0:47:50.250
Sean Fowles
Different.

0:47:52.200 --> 0:47:55.200
Ryan Waters
First of all, obviously I'm quite biassed, but I would think most.

0:47:56.880 --> 0:48:20.880
Ryan Waters
HubSpot is an excellent solution. If in doubt, reach out. We have a dedicated advisory team for guidance and assurance if it is indeed right for your business. Personally, I wouldn't push a solution that isn't the best fit. It's about understanding and walking clients through their options thoroughly.

0:48:21.620 --> 0:48:37.140
Ryan Waters
People-first decision-making matters. Connect for collaboration and understanding of needs.

0:48:36.740 --> 0:48:43.260
Sean Fowles
We don't push like shoehorns; it's authentic fit.

0:49:36.340 --> 0:49:40.740
Ryan Waters
Yes, precisely. Understanding your needs and options is key.

0:49:9.340 --> 0:49:11.740
Sean Fowles
Another great question in the chat.

0:49:12.690 --> 0:49:25.970
Nsovo Shimange
Next from Inessential: is this a country-specific solution? How does it work at country level in terms of reach and cost segmentation?

0:49:27.330 --> 0:49:29.450
Sean Fowles
Had the opportunity to work worldwide. No regional limitations.

0:49:31.0 --> 0:50:1.0
Sean Fowles
Region limits are absent; partners help us with the Asia-Pacific region as well. Cost segmentation can be centralised or distributed among entities, as needed. HubSpot terms are crucial, as some areas are emerging markets—factored into plans.

0:50:1.630 --> 0:50:31.190
Sean Fowles
Our strong UK base drives processes, although we're flexible and open to specific challenges or proposals that fit different regional needs.

0:51:1.990 --> 0:51:1.990
Sean Fowles
Love to explore further upon engagement.

0:52:5.710 --> 0:52:5.710
Nsovo Shimange
One more question...

0:52:9.790 --> 0:52:14.230
Nsovo Shimange
How many portals can be connected with Mothership; are there limitations on objects?

0:52:17.460 --> 0:52:42.900
Sean Fowles
A perfect wrap. Portal numbers extend high; tested into hundreds. Process evaluations address any concerns on portal numbers versus flow, aligning templates with best practices and supporting calls to action for adaptations.

0:52:14.240 --> 0:52:14.560
Ryan Waters
Scott.

0:52:30.810 --> 0:52:34.670
Ryan Waters
Access policies aid navigation.

0:53:2.990 --> 0:53:3.750
Ryan Waters
It fits consistently, no misplaced advocacy.

0:53:36.0 --> 0:53:36.10
Ryan Waters
True!

0:53:13.700 --> 0:53:13.780
Sean Fowles
Agreed, HubSpot API is user-friendly.

0:53:36.0 --> 0:53:36.10
Ryan Waters
Absolutely.

0:53:33.990 --> 0:53:34.790
Nsovo Shimange
Alright, so I think...

0:53:36.630 --> 0:53:41.990
Nsovo Shimange
We are at the webinar's end. Thanks, everyone, for the insightful discussion.

0:53:43.670 --> 0:54:5.470
Nsovo Shimange
We invite everyone to book a consultation or demo to see how we can tailor HubSpot and Struto solutions to suit your unique needs. After this session, we'll distribute materials, including a link to get started with HubSpot. Again, book a call to discuss any specific needs.

0:54:7.250 --> 0:54:7.930
Nsovo Shimange
Thanks very much.

0:54:9.0 --> 0:54:10.720
Sean Fowles
Thank you, everybody. Keep well.

0:54:9.180 --> 0:54:11.260
Ryan Waters
Yeah. Thanks, everyone.

0:54:10.550 --> 0:54:11.990
Matt (HubSpot)
Alright, thank you all.

0:54:13.390 --> 0:54:13.590
Sean Fowles
Goodbye.

0:54:14.190 --> 0:54:14.430
Ryan Waters
Bye-bye.