

Franchise Business Review Names Nicole Dudley Director of Client Relations

PORTSMOUTH, NH, UNITED STATES, January 13, 2021 /EINPresswire.com/ -- [Franchise Business Review](#) (FBR) is pleased to announce that Nicole Dudley, former Client Operations Manager, has been promoted to Director of Client Relations. In her newly expanded role, Nicole will continue to work to ensure clients' research needs are met, as well as be responsible for helping to grow and oversee our customer service team and efforts, and support our clients and products as we grow.

“Ever since Nicole began her professional journey with Franchise Business Review, she has built strong and lasting relationships that have moved our company forward, and more importantly, helped our clients improve the health of their franchise systems and successfully drive growth,” said Michelle Rowan, president & COO of Franchise Business Review. “With her extensive knowledge of franchising, survey administration, and experience in helping franchisors uncover actionable insights in their data, we’re thrilled that she will now be leading our client support initiatives and commitment to provide the highest standard of service.”

Until now, Nicole has been responsible for helping clients analyze and understand the results of Franchise Business Review’s data. She consults with leadership at corporate franchise companies to help them identify strategic opportunities to improve franchise performance and growth based on [franchisee satisfaction research](#) conducted by FBR.

As Director of Client Relations, Nicole will also work closely with FBR’s client services and marketing teams to optimize opportunities for clients to maximize exposure and implement [data-driven lead generation programs](#).

Nicole began her career at Franchise Business Review more than 11 years ago as a marketing intern. In 2010, upon graduation from the University of New Hampshire Peter T. Paul College of Business and Economics, Nicole joined FBR full-time as a marketing coordinator. Since then she has held multiple marketing and sales positions within the organization, including Client Services Manager and, most recently, Client Operations Manager. In addition, she trains and oversees FBR’s interns from the University of New Hampshire.



Nicole Dudley, Director of Client Relations, Franchise Business Review



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*Michelle Rowan, President &
COO, Franchise Business
Review*

About Our Research

Franchise Business Review (FBR), a research firm that specializes in benchmarking satisfaction within the franchising sector, conducts independent surveys of franchisee satisfaction and employee engagement and publishes research ranking the top franchises in North America. We provide franchisors with quantitative and qualitative data to help them analyze performance gaps in their system and identify opportunities to increase franchisee satisfaction, employee engagement, profitability, and overall brand success. Additionally, we publish annual lists of the top franchise opportunities based exclusively on owner satisfaction. Research on the

Top Franchises for 2021 is now underway. To learn more about how to participate, visit <https://tour.franchisebusinessreview.com/all-awards/>

About Franchise Business Review

Franchise Business Review (FBR) is a leading market research firm serving the franchise sector. FBR measures satisfaction and engagement of franchisees and publishes various guides and reports for entrepreneurs considering an investment in a franchise business. Since 2005, FBR has surveyed hundreds of thousands of franchise owners and over 1,100 leading franchise companies. To learn more about FBR’s research, please visit www.FranchiseBusinessReview.com

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