

## ||| CASE STUDY

# INXPRESS AMERICAS DISCOVERS PREDICTABILITY IN FRANCHISE RECRUITING.



**ROS® is a process-driven system that has helped multiple brands find a way to create step-change increases for franchise development and recruitment in a way that is predictable, sustainable, and measurable. InXpress Americas, headquartered in Utah is a part of a global logistics franchise and one of the first to implement the Recruitment Operating System® powered by CGI Franchise.**

## CHALLENGE

In 2016, after years of ups and downs, InXpress Americas' recruitment had declined to a point in which they only signed 7 new franchisees over the previous 24 months. The 2016 business plan called for 20+.

Something needed to be done. Their recruitment process had completely unraveled. Although they knew the InXpress business model was strong, the recruitment situation was causing a loss in confidence in their marketing efforts as well as the overall ability for InXpress Americas to reach higher levels itself.

CEO, Dustin Hansen tried outsourcing development. He tried implementing best practices from industry events. Nothing was working. He wanted to get control of new franchisee recruitment, implement a strong resale program, and continue to run the recruitment process in-house. Hansen approached CGI Franchise for help.

## SOLUTION

The InXpress team traveled to Temple, TX to meet with Art Coley and the CGIF team to carry out a brand assessment and development of a five-year business case. They left with the belief that by "buying in" totally to CGIF's Recruitment Operating System® (ROS®), they would achieve the growth they wanted.

### The buy-in included:

- ✓ A suite of training for members of the InXpress recruitment team, including Hansen
- ✓ Redefining of certain roles
- ✓ Embracing and following the ROS® process for new units and resales
- ✓ Embedding the ROS® KPI's into their management process
- ✓ Following the support provided by their dedicated ROS® Coach

## RESULTS

Within the first 18 months, InXpress Americas signed 50+ franchise agreements. This was an increase from 7 signings in the previous 24 months before ROS®. For 2017, they reduced their total investment per signing of \$85k by 50% and had their first year with an EBITDA contribution from recruitment.

In 2019 InXpress Americas reached the coveted 100-unit mark in the U.S. and 30 in Canada. Only 4% of U.S. franchise brands ever reach 100 units.

Now, InXpress Americas views franchise recruitment differently. "We use the word 'predictable,'" Hansen says of his brand's results after ROS®. "We're predictable, consistent and more importantly signing 4 times as many franchisees. To top it off, the franchisees that sign are of a higher quality and are better aligned and motivated toward InXpress."

Along with predictability, Hansen says ROS® provides InXpress with better forecasting. "The ability to catch and address gaps earlier means that we are hitting our target each year."

# CGI FRANCHISE

## CONCLUSION

ROS® has been a game-changer for InXpress Americas. The system works, as proven by their continued growth. CGI Franchise gives brands a more transparent, consistent and predictable recruitment process with ROS®.

## RESULTS HIGHLIGHTS

Before ROS® Discovery Day Attendees to signings (Previous 24 Months)	After ROS® Discovery Day Attendees to signings (Post 18 Months)	Reduction in Cost Per Agreement After ROS®
11 : 7	65 : 50+	50%



“IF SOMEONE WANTS TO PROFESSIONALIZE THEIR RECRUITMENT AND DEVELOPMENT INTO SOMETHING THEY CAN REALLY COUNT ON FOR LONG TERM SUSTAINABLE SUCCESS, LOOK NO FURTHER THAN ROS® POWERED BY CGI FRANCHISE.”

– Dustin Hansen, CEO | InXpress Americas

Learn more at [cgifranchise.com/case-studies](https://cgifranchise.com/case-studies)  
& [InXpressFranchise.com](https://InXpressFranchise.com)

## BECOME A PARTNER!

If you'd like to discover if ROS® is right for your brand, we invite you to reach out and start a conversation. Please visit our website at [cgifranchise.com](https://cgifranchise.com) or email us at [info@cgifranchise.com](mailto:info@cgifranchise.com).



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