

## **Customer success story:** Identifying franchise sites in areas with the greatest opportunity





## Highlights

- Current catchment demographics revealed by Acorn type
- InSite location maps show competition and cannibalisation
- Catchment benchmarking to size opportunities for each site
- Demographic profiles help focus local marketing
- Reliable evidence of potential is instantly available to speed up site decisions



## About Monkey Puzzle

Monkey Puzzle is the UK's largest day nursery franchise network, with over 60 nurseries nationwide. For over thirty years, the Monkey Puzzle team has worked closely with parents, staff and Ofsted to deliver childcare of the highest quality, providing children aged three months to five years with unlimited opportunities to learn, develop and grow within a safe, secure and caring environment.

An award-winner in the 2020 Day Nurseries Top 20, Monkey Puzzle is growing strongly. It is always looking for new franchise sites and opportunities, led by a dedicated head office team. Monkey Puzzle also operates a handful of day nurseries directly, providing a benchmark of best practice for franchisees.



## The challenge

Understand the opportunities in franchise locations with enriched local customer insight

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**Sophie Hailey** is Monkey Puzzle's Franchising and Property Acquisitions Associate. She explains: "Before we engaged with CACI, when we were looking at a new site, the only demographic research we would do was competitor analysis. We would type the site postcode into the OFSTED website and look at comparable sites in a five mile radius. We would mystery shop them to find out about what they offered, the fees and waiting lists, to help us establish a suitable proposition and pricing for our potential new nursery."

"When you visit a site, you can get a good feel for a location. This is really important, as is the competitor research, but we needed more information and evidence to back up our decisions, as our network expands. We wanted to give our franchisees confidence as well as committing to the right sites for our model. The more relevant insight we have, the better our decisions can be."





## The approach

### Location investigation and reporting with Acorn insight and postcode data

Sophie talked to CACI about Monkey Puzzle's franchising and the kind of information that was important in her decision-making process. Acorn data and InSite reporting would give Sophie and the team access to valuable customer demographic and local market information to enrich their understanding of new and existing sites and opportunities in the local area.

**"The site reports we generate help us to narrow down potential sites quickly - we look at a number of factors about the catchment that tell us whether it's worth investigating a proposed site further. We can see how close it is to existing sites, so we can avoid cannibalisation, as well as how strong the customer demand might be in the local community and workforce."**



#### InSite in action

When an agent in London called recently about a possible site, Sophie was able to look at it on an InSite territory map straight away. The dominant Acorn groups showed that it was in an area characterised by Struggling Estates. Demand for Monkey Puzzle nurseries from these consumers tends to be very low, so Sophie said no without hesitation. This kind of clear and reliable evidence speeds up initial decision-making, so Sophie can focus on understanding the detail of the most promising franchise sites.

# The results

## An efficient and accurate franchise development process

With InSite and Acorn, **Sophie** and her colleagues have a clear, shared knowledge base that informs the franchise development process with consistent and up-to-date customer and location information.

As the first person in the decision process, **Sophie** saves not only her own time, but that of colleagues. **“For some sites, it’s an obvious yes or no, but sometimes the decision is more difficult. A lot of properties proposed to us are undifferentiated. With decisive information upfront, I can avoid setting lots of people off to do work on a site that’s more likely to fall through.”**

The maps mean Monkey Puzzle can take a more proactive approach to franchise searches. **Sophie** says, **“We can identify gaps in our coverage areas and prioritise those with the most promising customer mix in the catchment.”**

Working with new franchisees, **Sophie** can show them information about the types of household and persona that make up most of Monkey Puzzle’s customers. It helps them understand who they’re catering for, where they live and what matters to them when the new franchisee is planning services and communication.





## The benefits

Confident, evidence-based decision-making and focus for customer marketing

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InSite and Acorn data is further supporting Monkey Puzzle to evaluate the performance of their current locations and spot opportunities for growth.

**"Our nurseries are currently gathering postcode information from existing customers, so we can map exactly where they come from in each catchment. This will help us understand our existing customer base better and recommend how to customise the proposition and marketing for different types of location."**

**"We're also beginning to use estates comparison analysis. We can relate the demographics of a proposed new site to existing similar locations, to get an idea of potential. We have worked out benchmarks to rule proposed sites in or out. Using the same kind of approach, we can correlate our existing nurseries with similar catchments and identify strong and weaker performers."**

**"Of course, there are many aspects to the success of each nursery - the fit out, management and marketing for instance. But with the catchment and demographic analysis, we can see where there could be more potential and help our franchisees make the most of it. We can now create reports about customers in the local area for franchisees, to help them target leaflet drops, supermarket advertising and digital promotion."**





Using CACI's data platforms we are better informed and more confident in our decisions. I'm constantly thinking about more ways we can use them to support our franchisees. The InSite helpline has been invaluable - the support team responds rapidly and has helped us get the most out of the system from day one with practical advice and hands-on virtual walk-throughs.

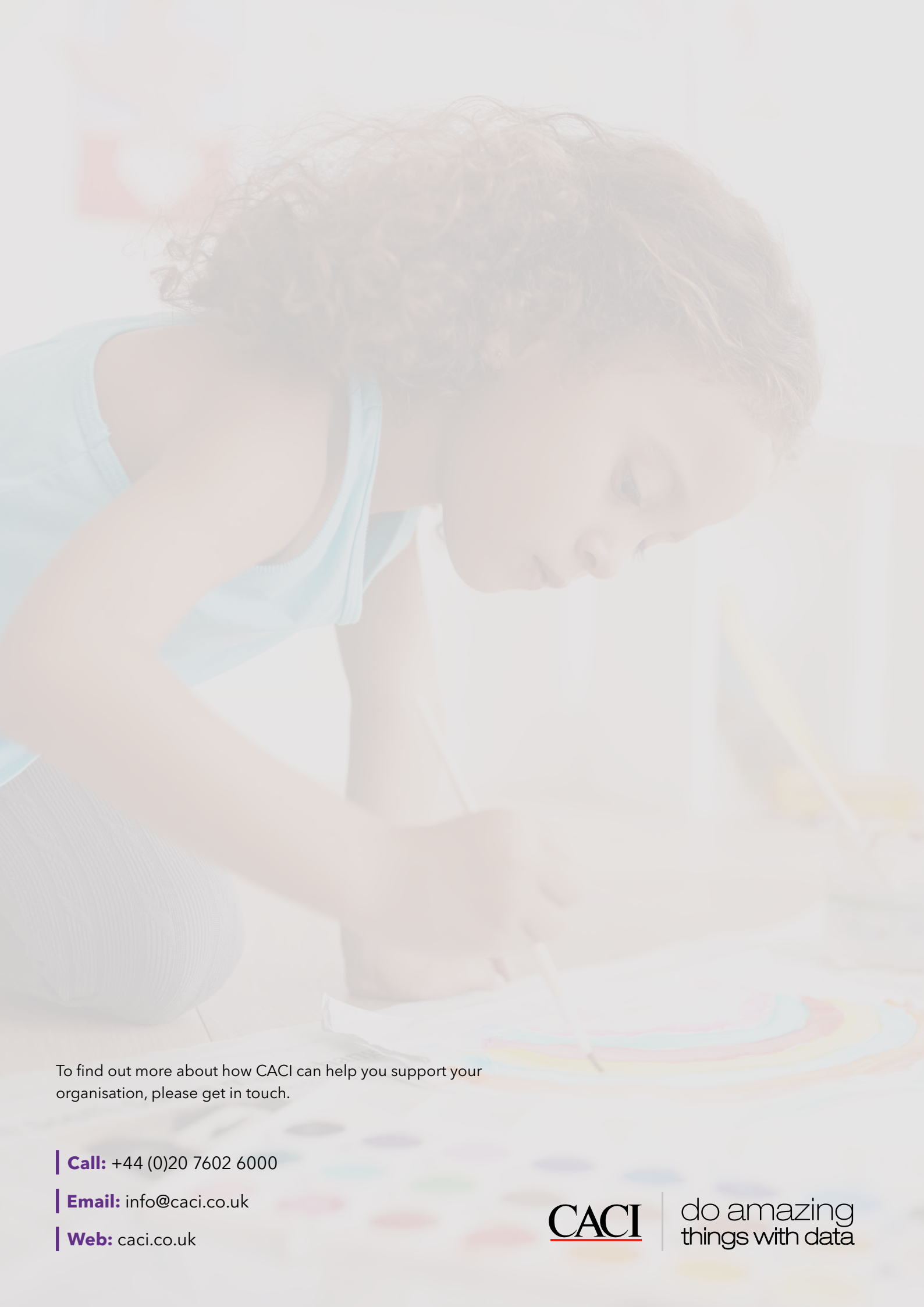
**Sophie Hailey**, Franchising and Property Acquisitions Associate, Monkey Puzzle Day Nurseries



I've been delighted to bring CACI on board to support the strategic development of our network of nurseries. CACI enable us to make faster, better informed decisions regarding new opportunities and now sit at the heart of our property process. The quality of data and flexibility in reporting has been in line with our expectations and over and above this, we are working in partnership with a business that loves data and knows how to make it relevant and central to our decision making. The team at CACI are a pleasure to deal with and we love working with people that want to make a difference and work in line with our values.

**Richard Blunden**, CEO  
Monkey Puzzle Day Nurseries





To find out more about how CACI can help you support your organisation, please get in touch.

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