



# DRIVING FRANCHISE NETWORK GROWTH FROM COAST TO COAST

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COURIERSPLEASE  
CASE STUDY



# CLIENT COMPANY PROFILE

CouriersPlease is Australia's fastest growing franchised courier and parcel delivery service, and has responded expertly to Australia's growing eCommerce space. Supporting online retailers and traders nationwide, its legacy spans 40 years of excellence, but the business has continued to innovate year on year. CouriersPlease is regarded as the trusted courier partner for many of Australia's retail brands, including Target, Kmart, Big W and more.

CouriersPlease has received multiple awards, including a prestigious 5 Star rating on the FRANData Franchise Rating Scale and the esteemed NORA (National Online Retailers Association) Solution Partners 'Best Carrier' Award in 2023. These awards underscore its unwavering dedication to exceeding industry standards and delivering unparalleled service.

Its franchise model allows couriers to establish themselves in an exclusive and lucrative territory. The time-tested business model minimises risks and promotes profitability, while providing franchisees with the support and training needed to not only survive, but thrive.



**40 YEARS OF  
EXPERIENCE**



**COURIER  
PARTNER TO  
TARGET,  
KMART, BIG W  
+ MORE**



**800+  
TERRITORIES  
ACROSS  
AUSTRALIA**

# FILLING FRANCHISE RECRUITMENT GAPS

CouriersPlease was looking to ramp up its franchise recruitment following COVID, as there were a number of territories vacant. CouriersPlease hadn't experienced vacancies before, but coming out of COVID, it recognised the need to look externally for improved lead generation capabilities.

Partnering with a company that had experience generating leads across a number of channels was a priority. CouriersPlease was searching for a partner to help market across a range of platforms, while also understanding that the marketing communications had to be tailored to attract the ideal franchisee profile.

CouriersPlease was also looking for a way to save time on contacting leads. The low entry cost meant that some applicants didn't suit the ideal franchisee profile, putting more strain on the time of the recruiters. CouriersPlease wanted to partner with someone who could verify leads, saving them time and money.

After reviewing the tools and capabilities that Eden Exchange had to offer, as well as our ability to provide sophisticated and comprehensive solutions to its problems, CouriersPlease decided to partner with Eden for its franchise recruitment.



# CHALLENGES FACED

## Enhancing Its Go-to-Market Strategy

Determined to continually grow and evolve its market position, CouriersPlease was looking for a way to market more effectively to increase franchise leads. It wanted to partner with a franchise recruitment expert to better resonate with potential franchisees.

## Dealing with Time-Wasting Leads

CouriersPlease often encountered leads that were not qualified or serious about pursuing a franchise opportunity. This led to wasted time and resources, making it difficult to focus on high-potential candidates.

## Lack of In-House Lead Verification

The business did not have the internal infrastructure or tools to properly verify and qualify leads. This gap hindered its ability to filter out unqualified prospects early in the process, slowing down its franchise recruitment efforts.

## Need for Expert Franchise Partnership

To scale its franchise network, CouriersPlease recognised the need to partner with a company that specialised in franchise lead management. It needed a solution that could help attract, verify, and nurture qualified franchisees, ensuring a more efficient growth process.

These challenges highlight the key obstacles CouriersPlease faced as the business sought to expand its franchise footprint.



# EDEN EXCHANGE OVERVIEW

Eden Exchange helps franchises like CouriersPlease generate leads, verify them, and turn them into successfully placed franchisees. This is done through an omni-channel marketing approach, our dedicated verification team, and our proprietary virtual lead room, DealXchange, which gives people an update on their campaign at a glance.

# DEALXCHANGE FEATURES

## Purpose-built virtual lead room for franchisors

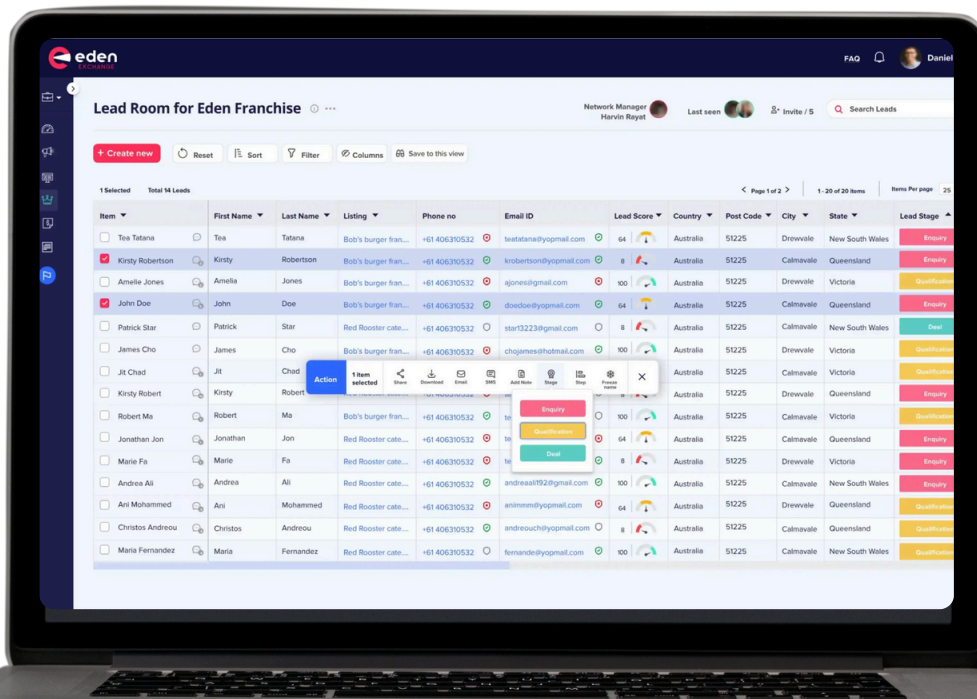
Franchisors can collaborate, communicate, and manage the franchise recruitment process from one central location using DealXchange. Get a live view of your campaign at any time, and communicate with leads directly via email or SMS.

## Seamlessly share and store signed documents

Our platform allows you to securely share and store franchise brochures. With our reliable storage system, you can rest assured that your important documents are safe, organised, and easily accessible whenever you need them.

## Run an omni-channel marketing campaign — and reap the rewards

Take control of your entire franchise recruitment journey when you use DealXchange. Our omni-channel marketing approach finds leads across social media, email, listing websites and more, and these leads directly feed into DealXchange so you can track progress. From lead to placement, DealXchange makes the franchise recruitment process a breeze.





# PARTNERING WITH EDEN EXCHANGE

## Finding Franchisees Everywhere

Eden Exchange was able to target potential franchisees using a tailored marketing approach, reaching people in states across Australia. Using our omni-channel marketing approach, Eden Exchange reaches out to different audiences across a range of platforms — Facebook, LinkedIn, Instagram, eDM and more.

## Upgrading Our Processes

CouriersPlease had previously worked with Eden Exchange — and found significantly more success upon its return in 2023. Eden Exchange made a number of improvements between the first time utilising our services and the second, including enhanced lead tracking capabilities, as well as a more comprehensive approach to developing marketing campaigns.

## Improved Lead Verification

Eden Exchange's lead verification process has also been both bolstered and simplified, ensuring leads are contacted in a much more timely manner, Eden Exchange contacts every single potential CouriersPlease franchisee within 24 hours, before passing on those that have been vetted to the team.

## Accessing Our Network

Eden Exchange's services, when combined with the Eden Exchange network, have allowed countless franchisors just like CouriersPlease to enhance their franchise recruitment strategies.

# STRATEGY OVERVIEW

Eden Exchange’s campaign runs across social media, email marketing, and Eden Exchange’s website. Eden Exchange regularly sends out emails to our database, while consistently running ads on Facebook, Google, and SEEK. A comprehensive listing promoting the franchise opportunity exists on our website alongside thousands of other listings.

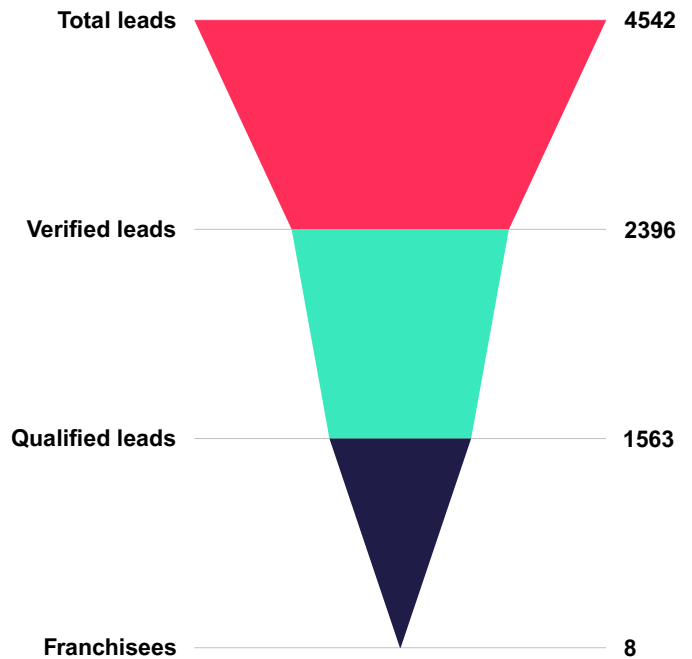
Eden Exchange takes the stress out of marketing, creating all assets/campaign materials for CouriersPlease while giving them final approval on what goes out to market. This ensures brand consistency, while our team of marketing experts provides the Eden Exchange flair and touch to every single piece of branded collateral that gets released to the public.

We also construct custom audiences for each client campaign to ensure maximum effectiveness. For CouriersPlease, we target locations that align with its business goals, ensuring strategic synergy.

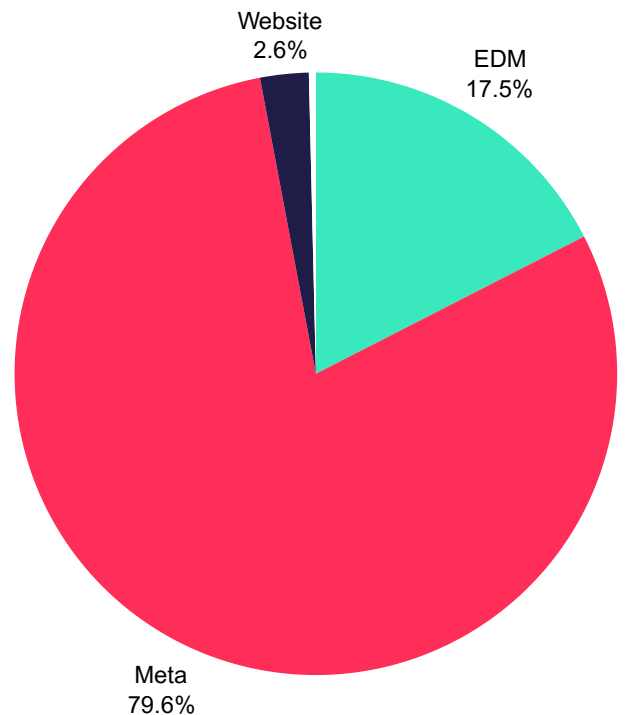
Once leads come in, they are verified within 24 hours by our verification team, with verified leads passed onto CouriersPlease. Clients like CouriersPlease can use our virtual lead room, DealXchange, to log into the platform at their convenience to check the status of the campaign, ensuring full transparency.

# CAMPAIGN SUCCESS

## Lead metrics



## Source of leads - October 2024



## CONCLUSION

Through partnering with Eden Exchange, CouriersPlease has been able to generate more franchisee leads for its network, while maintaining a high level of quality.

CouriersPlease received regular updates on the campaign, and our ability to proactively respond to CouriersPlease's needs has helped the relationship between the two companies flourish. As a result, CouriersPlease has successfully placed a number of new franchisees across different territories, in line with its growth targets.

Eden Exchange's franchise expertise has come from placing many franchisees across a number of brands during our time in the space. Knowing the franchise landscape inside and out, Eden's campaigns are able to be tailored to franchises of all shapes and sizes, understanding that there is no one-size-fits-all approach. When we partner with a client, we learn all about their particular needs, crafting solutions that go above and beyond what they are looking for.

We look forward to a long and prosperous relationship with CouriersPlease, helping the business to find franchises that are best placed to meet the needs of Australians everywhere, as the eCommerce boom in Australia continues to soar.





# TESTIMONIALS



## Hitender Mulpuru

### Franchise Development Officer, CouriersPlease

*“Working with Eden Exchange over the past year or so has been fantastic. Our collaboration has been marked by an outstanding stream of communication and consistently impressive results that align perfectly with their promises. The team at Eden Exchange has played a pivotal role in not just kickstarting our campaign but also maintaining its momentum since then. We are incredibly grateful for their support and expertise.”*



## Simon Bezzina

### National Franchise Support Officer, CouriersPlease

*“The team at Eden Exchange has help CouriersPlease by growing the business helping to add to our current pool of Franchisees nationally, and have been a pleasure to work with which made the experience easy and enjoyable.”*

# Get In Touch

We are on hand to assist you with any questions you have about franchising. Our team of experts is ready to help you meet and exceed your franchising goals heading into 2025 and beyond.

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