

Ecosystem FAQ

The questions consultants ask most about the modular FranLink ecosystem.

Frequently Asked Questions

Short answers to the questions consultants ask most. For long-form documentation, see the in-app Help Center.

Do I have to use FranLink?

No. Each platform stands alone. Many consultants begin with Franchise Matcher or the FDD Insights Engine and never adopt FranLink — that's a fully supported path.

Will I have to replace my CRM?

Never. Keep HubSpot, Salesforce, Zoho, Pipedrive, Monday, Google Sheets, or your franchise-specific CRM. The Ecosystem Integration Center is the bridge for both imports and exports.

How does data move between systems?

CSV Import Wizard (with column mapping, validation, preview, and error reports) and CSV/Excel Export with pre-built CRM templates for HubSpot, Salesforce, Zoho, Pipedrive, Monday, and Google Sheets. Native API connectors are on the roadmap.

Are Developer Performance Insights shown to candidates?

Never. Developer Ratings, Consultant Notes, AI Developer Summaries, and Work-Again Indicators are internal consultant intelligence only.

Does the AI make decisions for me?

No. Every intelligence module is advisory. The flow is always: Raw Inputs → Generated Intelligence → Consultant Review → Approved Intelligence → Downstream Use.

What is Avery?

Avery is your Onboarding Coach, Product Expert, and Best-Practices Coach. Avery teaches you the ecosystem and never makes brand or candidate decisions.

What is the AI Copilot?

The FranLink AI Copilot supports Candidate Intelligence, Matching Intelligence, FDD Intelligence, Developer Intelligence, and Workflow Guidance — especially in Company Review, Validation, and Discovery Day preparation.

Can I import existing candidates and brands?

Yes. Supported imports: Candidates, Brands, Contacts, Activities, Notes, Tasks. Each runs through column mapping, validation, preview, and an error report.

Can I use only the FDD Insights Engine?

Yes. The FDD Insights Engine is a standalone Franchise Intelligence Platform with FDD Repository, Item 5/6/7/19 Analysis, Brand Intelligence, and AI FDD Intelligence.

Can I use only Franchise Matcher?

Yes. Run Candidate Models, Match Mode, and Brand Scoring without adopting FranLink or the FDD Insights Engine.

Is there a published landing or webinar kit I can share?

Yes — open Resources → Webinar & Marketing Kit for talking points, a 30-minute agenda, slide outline, and one-pager copy.

How do I report a bug or request a feature?

Use the in-app Help Center; Avery can also escalate from any page.