

Fran Metrics introduces FRAN AI ahead of IFA 2026

Fran Metrics provides AI-driven analytics and benchmarking to help franchise systems turn performance data into smarter decisions



BOISE, ID, UNITED STATES, February 10, 2026 /EINPresswire.com/ -- Fran

Metrics, a performance analytics and KPI benchmarking platform built for the franchise industry, today announced the launch of FRAN AI, a new artificial intelligence capability designed to help franchisors, franchise business consultants, and franchisees instantly transform complex data into actionable insights.



We built Fran Metrics to be proactive, not reactive—FRAN AI now delivers the insight users want instantly, and the insight they didn't know they needed"

Prit Sen

Embedded directly within the Fran Metrics platform, FRAN AI allows users to ask natural-language questions of their performance data and receive immediate summaries, trend analysis, and insight — reducing time spent on manual reporting and enabling more proactive decision-making across franchise systems.

"Fran Metrics was built from day one to support franchisees using data-driven decisions. We knew we needed a system that was proactive, not reactive. Our

passion has always driven us to reinvest in our platform, and with FRAN AI we are seeing real dividends from that reinvestment. AI allows users to get the information they want instantly — and sometimes the information they need, even if they didn't know they needed it," said the company's Founder Jason West-McReynolds

As franchise organizations generate increasing volumes of financial and operational data, leadership teams, franchise business consultants and franchisees often struggle to quickly extract insights that drive performance. FRAN AI addresses this challenge by simplifying their multifaceted reports into clear takeaways that can be used for executive reviews, franchisee coaching, and system-wide performance management.

"We're thrilled to introduce the latest evolution of Fran Metrics, now powered by AI," said the

company's CFO Colin Slaughter. "While franchisors and franchisees already have vast amounts of data at their fingertips, FRAN AI allows them to instantly distill complex reports into key takeaways and actionable insights. This launch underscores our commitment to elevating the user experience and leading innovation in franchise benchmarking and reporting."

"FRAN AI is a game-changer for franchise systems looking to grow unit level profitability and operate smarter," said Prit Sen, Head of Growth & Client Success at Fran Metrics. "Franchisors and Franchisees need reports — however, they need summarized clearer and pointed answers. FRAN AI delivers instant insight that helps identify opportunities, address issues earlier, and drive measurable performance improvements across the franchise network."

About Fran Metrics

Fran Metrics is a performance analytics and benchmarking platform purpose-built for the franchise industry. The platform provides franchisors and franchisees with unit-level visibility into financial and operational KPIs, enabling smarter decisions, improved accountability, and scalable growth through data and AI-powered insights.

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