

Group vs Branch Reporting Template

A regional director scanning fifty branches needs something completely different from a branch manager checking their own patch.

One report trying to serve both audiences usually serves neither well — too detailed to scan at group level, too aggregated to act on at branch level. This is a template for both, decided once rather than redesigned every reporting cycle.

Group-level report (for a regional director / owner)

- [] One row per branch, not one page per branch — built to be scanned in under a minute
- [] A small number of consistent metrics across every branch (e.g. GBP rating, review count, ranking status) — not a different metric set per branch
- [] Sorted or flagged by whichever branches need attention, not alphabetically
- [] Trend direction (up/down/flat) matters more than the absolute number at this level

Branch-level report (for a branch manager)

- [] Their branch only — no value in showing a branch manager forty other branches' numbers
- [] More detail than the group report: specific reviews, specific rankings, specific actions to take
- [] Clear ownership — decide whose name is actually on this before a manager asks and there's no answer ready

	Group report	Branch report
Frequency		
Who owns sending it		
Where it lives		