



## Case Study

# Transforming The Maids: A 300% Franchise Sales Leap with ClientTether's Automation

“ ClientTether grew our franchise sales by 300% in 14 months ”

**Ken Doty**  
Chief Development Officer  
The Maids



Client  
The Maids

Industry  
Home Cleaning Franchise

# Summary

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The Maids, a distinguished name in the residential cleaning services industry since 1979, has established itself as a leader in the U.S. and Canada with nearly 200 franchises. With a focus on delivering exceptional cleaning experiences, The Maids has revolutionized the concept of home cleaning through its unique 22-step cleaning process.

Despite their success, The Maids faced challenges inherent in growing a vast franchise network, especially in franchise development. Before partnering with ClientTether, their reliance on an aging franchise CRM system, characterized by basic email drips, poor integrations, and manual outreach, hindered their ability to maximize lead conversions.

Recognizing the need for a more sophisticated, automated solution to stay ahead in a competitive market, The Maids turned to ClientTether. Implementing ClientTether's advanced automation platform marked a transformative period for The Maids FranDev team. It enabled them to automate 70% of tasks previously done manually, significantly increasing conversion rates through SMS, email, and calls and ultimately achieving an astounding 300% growth in franchise sales within 14 months. This strategic move streamlined their franchise sales group and didn't require any additional spend in human capital or franchise marketing.



# The Challenge

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## **Inadequate Lead Engagement and Follow-up:**

Prior to ClientTether, The Maids struggled with slow and inefficient lead response times, potentially leading to missed opportunities and lower conversion rates. The Maids' team efforts were dedicated to manual outreach tasks due to limitations with their previous franchise management system, which reduced productivity and responsiveness. The combination of manual processes and basic CRM tools issues resulted in lower-than-desired lead conversion rates and countless frustrating hours for their team to manually follow up on seemingly "dead" leads. Their existing system lacked the ability to support immediate and personalized engagement with leads across multiple channels, impacting their ability to convert inquiries into qualified franchise candidates.



## **Reduced Franchise Sales Growth:**

While The Maids has a sterling reputation and strong strategic partnerships with P&G's Mr. Clean to bolster its value proposition to franchise candidates, managing and automating communications effectively for franchise development was a major hurdle. Relying upon antiquated technology and manual lead follow-up created challenges in attracting and converting new franchisees and efficiently handling lead management and engagement throughout the franchise sales process.



## **Challenge with Marketing ROI:**

The lack of automated follow-up processes and not having SMS or call automation specifically created inefficient conversion rates. Additionally, The Maids' previous franchise CRM had cumbersome and unwieldy reporting tools that required the team to spend hours per month to truly analyze their lead source conversion metrics to determine where they should be spending their marketing dollars.



## **Inability to track Real-Time Performance Monitoring and Insights:**

Without ClientTether, The Maids could not correctly maintain the real-time monitoring and analysis of key performance indicators across their franchise sales process. This lack of insight into the lead flow, sales progression, and customer engagement metrics hindered their ability to make informed, data-driven decisions for optimizing FranDev operations.

# ClientTether's Solutions

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## **Automated Lead Engagement and Follow-up:**

ClientTether's automated lead engagement and follow-up system can be a game-changer for franchise organizations like The Maids. As soon as a lead is generated, the platform initiates immediate contact through personalized texts, emails, or calls. This rapid response ensures potential customers feel valued and engaged, significantly increasing the chances of converting leads into qualified franchise candidates.



## **Consistent Customer Experience Across Franchises:**

ClientTether enables franchise organizations to maintain consistent customer engagement and service quality across all locations. By standardizing communication processes and follow-up strategies, franchises can ensure a uniform brand experience for customers, regardless of location.



## **Efficient Franchise Sales Growth:**

In the context of franchise development, ClientTether's tools streamlined the process of attracting and converting new franchisees for The Maids. The platform's ability to manage and automate communications effectively meant that franchisors could focus on strategic growth, knowing that their lead management and engagement were being handled efficiently. Thereby contributing to rapid and sustainable franchise expansion.



## **Enhanced Marketing ROI Visibility:**

ClientTether has assisted franchise organizations like The Maids for nearly a decade in developing and implementing effective lead conversion processes. By automating client engagement and all sales behavior in a single platform, The Maids could see deeper sales and marketing analytics in 30 seconds than they could in 30 minutes with their previous franchise management system.



## **Smooth Real-Time Performance Monitoring and Insights:**

The ClientTether platform provides franchisees with real-time monitoring tools and dynamic dashboards, enabling business owners and franchisors to track and analyze key performance indicators, such as lead volumes, sales cycle conversion/attrition rates, and close rates/revenue by lead source. These insights into lead flow and customer engagement metrics now help The Maids' franchise sales team to make data-driven decisions to optimize operations and enhance overall FranDev performance. Their results truly speak for themselves.

## Implementation and Use Case for The Maids

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When The Maids implemented ClientTether, the transformation in their customer engagement and lead management processes was immediate and profound. The shift from a cumbersome, aging CRM to ClientTether's advanced, automated platform meant that 70% of tasks previously done manually were now efficiently automated. This shift allowed The Maids to focus more on franchise candidate qualification and progression through their processes and less on administrative tasks.

The use of integrated emails, texts, and calls led to a significant increase in conversion rates, as evidenced by a remarkable 300% growth in franchise sales within just 14 months. The customizability of ClientTether's campaigns, including personalized text messages, and its seamless integrations with existing lead sources, revolutionized The Maids' approach to lead management and customer engagement.

## Benefits to The Maids for Using ClientTether

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### **Powerful Automation:**

The implementation of ClientTether introduced powerful automation, reducing the manual workload by 70%. This significant shift allowed The Maids to reallocate resources to more critical tasks, enhancing overall productivity.

### **Increased Conversions:**

Integrating emails, texts, and calls through ClientTether led to an exponential increase in lead conversions. This comprehensive approach to communication ensured more effective engagement with potential clients.

### **Franchise Sales Growth:**

With ClientTether's assistance, The Maids experienced a remarkable 300% growth in franchise sales over just 14 months, demonstrating the platform's effectiveness in boosting business growth.

### **Customized Campaigns:**

The ability to create customized and automated campaigns, including text messages, allowed The Maids to tailor their outreach, significantly improving customer engagement and response rates.

### **Lead Source Integration:**

ClientTether's willingness to integrate seamlessly with FranDev lead sources used by The Maids streamlined sales operations and helped their team focus on higher yield activities.

**Improved Lead Management:** By enabling timely responses to every lead, ClientTether improved The Maids' close and conversion rates, ensuring no missed opportunity.

# Benefits to other Franchise Organizations for Using ClientTether

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ClientTether's comprehensive suite of features offers multiple benefits for franchise sales and unit operations. Its instant lead engagement ensures rapid response to potential customers, greatly enhancing lead conversion opportunities and marketing ROI.

Automated confirmation receipts, candidate nurturing, and lead revival tools minimize human effort while maximizing franchise sales results.

For unit operations, ClientTether improves sales efficiency with the integrated proposal and quote management tools, complete with Payment processing, e-signatures, and real-time notifications to help franchise owners close more deals faster and with less effort.

Additionally, the system provides franchisors with critical insights into FranDev and franchise unit behavior, promoting consistent quality and service levels across the entire franchise system.



# Why The Maids Chose to Use ClientTether

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Before ClientTether, The Maids grappled with a CRM offering only basic email capabilities, poor software integrations, and a heavy reliance on manual outreach. They also struggled to wrestle insights out of their cumbersome and antiquated reporting tools. These shortcomings were becoming increasingly apparent in an industry where efficiency, rapid response, and data-driven decisions are key to staying competitive.

ClientTether's robust automation capabilities, which promised to handle 70% of previously manual tasks, were particularly attractive. This feature alone signified a major leap in operational efficiency, allowing The Maids' team to reallocate valuable resources to more impactful areas of their business.

Moreover, the impressive results promised and delivered by ClientTether, as evidenced by the substantial 300% growth in franchise sales within 14 months.

## In the Customer's Own Words

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**Ken Doty**  
Chief Development  
Officer

### Convert Leads Faster

Before switching to ClientTether, we were stuck using an aging franchise CRM with basic email drips, poor integrations, and manual outreach. Now, the powerful automation in their platform does 70% of what our team used to be doing manually. The combination of emails, texts, and calls have increased conversions exponentially.

### See Everything

Ultimately, we had to leave our previous CRM because they couldn't show us where we were losing candidates and what our conversions were per stage in our sales process. I needed the data, the board wanted the data, and they simply couldn't provide it. Now in ClientTether, we can effortlessly see everything.

ClientTether allowed us to take care of every lead in a very timely fashion. That improved our close rate. That improved our engagement rate. And candidates are responding a lot more positively to our team.

Read more reviews on  
**Software Advice.**

## The Maids

The Maids, a premier residential cleaning franchise company in the U.S. and Canada, is a quality leader among the many cleaning companies in the industry, with more than 150 franchise partners serving over 90 major cities.

Learn more at [maids.com](https://maids.com).

# Conclusion

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The Maids' experience with ClientTether is a compelling example of digital transformation and strategic franchise sales growth. By switching to ClientTether, The Maids overcame the limitations of their outdated CRM, achieving a remarkable 300% increase in franchise sales within 14 months. This success story highlights the power of effective automation, seamless integrations, and comprehensive lead management.

Ken Doty's firsthand account and decision to choose ClientTether over competitors further validate why it's the top-rated franchise CRM in the industry. ClientTether enhanced The Maids' franchise sales efficiency and significantly reduced their team administrative work required to grow exponentially, setting a benchmark for the industry.

Contact us



[clienttether.com](https://clienttether.com)



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ClientTether The Franchise CRM