

CLIENT **TETHER**™

# Brushing Up Operations

## ClientTether's Role in Color World Painting's Franchise Management Transformation

“ Other CRM platforms don't have the automation and functionality that ClientTether has. For me, the most impactful tool is the action plans, the automation. It's what sets ClientTether apart from other CRMs. ”

**Jon Boston**

Vice President of Operations, Color World Painting



Client  
Color World Painting

Industry  
Residential and Commercial Painting

# Summary

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Color World Painting has established itself as a trusted leader in residential and commercial painting since its inception in 1997. Founded by Tom Hodgson, the company has grown from its roots in Columbus, Ohio to a nationwide franchise renowned for its high-quality services and customer satisfaction. Color World Painting excels not only in painting but also offers a range of home improvement services, including gutter installation and power washing. With over two decades of experience, Color World Painting is committed to using skilled painters and high-quality products, ensuring each project is completed with precision and to the satisfaction of its clients.

As Color World Painting expanded its operations across multiple locations, it encountered significant challenges in managing its growth effectively. The process of estimating, customer follow-ups, and maintaining consistent service quality across franchises became increasingly complex with their previous CRM system. These inefficiencies were magnified as the company scaled, leading to lost time and potential customer dissatisfaction, hindering its ability to grow at the desired pace.

Recognizing the need for a more robust and scalable solution, Color World Painting adopted ClientTether's franchise CRM platform in 2015. This strategic move was driven by the need for a hands-on, responsive service that could streamline communications across all franchises. ClientTether offered a range of automation tools that transformed Color World's customer relationship management, from action plans to automated reminders. This significantly freed up staff time to focus on business growth rather than administrative tasks. This transition addressed the immediate operational frustrations and positioned Color World Painting for rapid expansion, ultimately leading to its acquisition by Authority Brands in 2022.



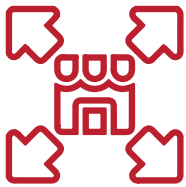
# Customer-Specific Challenges for Color World Painting

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## **Limited Automation in Customer Engagement**

Before adopting ClientTether, Color World Painting struggled with a CRM system that lacked the necessary automation for efficient operation. They needed a solution that could "update, change, and fix bugs on the fly," which their former software had been unable to provide.



## **Inefficient Multi-Location Management**

With franchises in Columbus, Cincinnati, and Dayton, and later nationwide expansion, Color World Painting required a more effective way to manage operations across multiple locations. The old system did not support the level of scalability needed, as it was initially designed as a "mini CRM" without robust multi-location management capabilities.

# Industry-Specific Challenges and ClientTether's Solutions

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## **Delayed Lead Response Times**

Rapid response times are crucial for converting inquiries into projects in the competitive painting industry. ClientTether significantly reduces lead response time by automating initial contacts with prospects through texts, emails, and calls, ensuring that potential customers receive timely attention.



## **Inconsistent Customer Follow-Up**

Regular follow-ups are vital to secure and retain the residential and commercial painting business. ClientTether ensures that every lead is nurtured appropriately, enhancing lead conversion rates and customer satisfaction.



## **Fragmented Operations Across Locations**

Managing day-to-day operations across various franchise locations can be challenging. ClientTether offers comprehensive tools that help ensure operational consistency and efficiency throughout the franchise network. This is crucial for maintaining the brand's reputation and service quality across all locations.

# Implementation and Use Case for Color World Painting

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When Color World Painting decided to transition to ClientTether, the implementation process was designed to address their specific needs—especially automating client engagements and streamlining operations across multiple locations, replacing the CRM system that was previously in use.

This change facilitated an immediate improvement in managing customer communications and follow-ups through automation, significantly reducing the manual effort required and enhancing response times.

Automating action plans allowed the company to set up efficient workflows for contacting clients, reminding sales teams about follow-up activities, and ultimately freeing up their time to focus on strategic tasks rather than routine administrative duties.

Furthermore, ClientTether's unique data structure, which allows the franchisor full visibility into each individual franchise unit's lead channels, enabled Color World Painting to manage its expanding franchise operations more effectively. The tools provided by ClientTether for scheduling, task management, and performance monitoring ensured that service quality remained consistent across all locations. This was crucial for maintaining the company's reputation as it expanded into new markets.

The personalized support from ClientTether's team was also a significant factor in the successful implementation with support staff being readily available to assist with any issues or inquiries, thereby ensuring a smooth transition and continuous improvement in processes.

# Benefits to Color World Painting for Using ClientTether

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**Enhanced Automation:** Color World Painting significantly benefited from the automation features of ClientTether, particularly the action plans that automated critical customer interaction steps.



**Rapid Issue Resolution:** For Color World Painting, ClientTether's responsive support in addressing updates, issues, and bugs was a plus. This responsiveness ensured that operational disruptions were minimized, allowing Color World Painting to maintain a seamless workflow and consistent customer service.



**Hands-On Support:** The personalized and hands-on support from ClientTether's team, including direct access to support staff was crucial. This close relationship provided the necessary guidance and reassurance to effectively manage the CRM system and adapt to new features or changes.



**Scalable Multi-Location Management:** ClientTether facilitated the management of multiple locations by providing tools that helped maintain consistency across all franchises. The tools can also provide a real-time view into each location's lead channels to determine which lead sources are working the best and which franchise owners need additional coaching to improve their closing rates.



**Comprehensive Performance Tracking:** With built-in analytics and performance tracking, painting businesses can monitor various aspects of their operations in real-time. This data-driven approach helps identify areas for improvement and refine marketing strategies, thereby enhancing overall business efficiency and profitability.

# In the Customers Own Words

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Jon Boston Vice President of Operations at Color World Painting detailed his experience with ClientTether, expressing deep satisfaction with the platform's capabilities:

"Without it, we wouldn't have been able to grow as rapidly as we did."

"We were one of the first companies to use ClientTether back in the early days. So it was a very hands-on, very comfortable relationship."

"They're very adaptive to the environment and all the different new trends in tech and business that are going on. So, the onboarding is good, and their support staff is very supportive. They're always there for a phone call, email, text, to answer any questions, give us the support we need."

**Jon Boston**  
Vice President of Operations  
Color World Painting



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When it comes to home or business painting, gutter installation, or a variety of other home improvement services, Color World Painting does it all with confidence and precision. We are a painting company that provides a variety of services that help home and business owners streamline their improvement projects.

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



# Conclusion

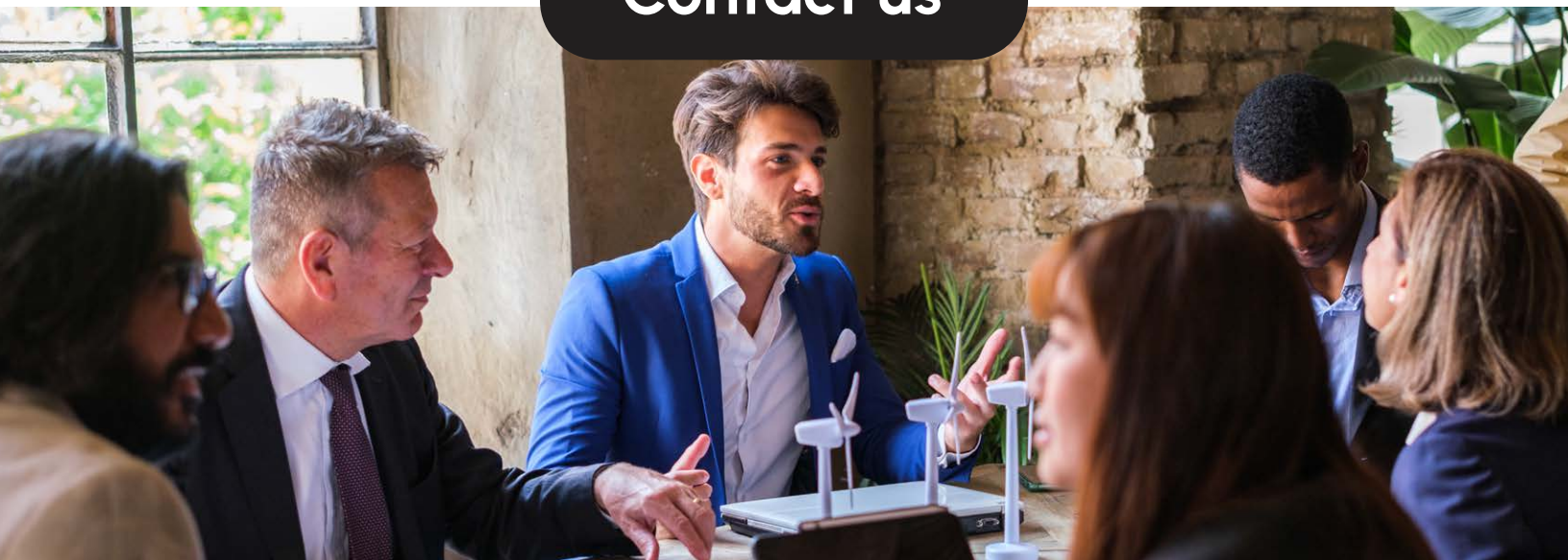
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ClientTether offered a solution distinctly tailored to meet the demands of a growing mobile home service franchise.

The platform's capabilities for real-time updates and customization also aligned well with the dynamic nature of Color World Painting's business, ensuring that the system could adapt to both current needs and future growth.

The company chose ClientTether for its superior technological offerings and the partnership approach it brought to the table. The combination of advanced CRM tools, dedicated support, and a deep understanding of the needs specific to franchise operations made ClientTether an ideal choice to support Color World Painting's ambitious plans and continuous strive for operational excellence and customer satisfaction.

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