# CLIENT TETHEɿ ™

## Case Study

# Automated Success: LIME Painting Leverages ClientTether for Multi-Territory Mastery

" ClientTether has helped us stay in constant contact with our customers, allowing us to save time and money by managing all that communication in one place. "

**Darrin Crystal**
VP of Operations, LIME Painting

# Summary

LIME Painting is a premier provider of high-end residential and commercial painting services, known for its exceptional craftsmanship and eco-friendly approach. Specializing in niche services such as LIMEwashing, cabinet refinishing, and decorative finishes, the company has built a reputation for transforming spaces with quality and precision. Their franchise model allows for expansion while maintaining a strong focus on customer satisfaction and industry-leading standards. With a commitment to enhancing property value and aesthetics, LIME Painting continues to set the bar for excellence in the painting and coatings industry.

Despite their success, LIME Painting faced challenges in managing communications and workflows across multiple franchise territories. Their previous CRM system was cumbersome, making it difficult to connect with customers via phone and text. Franchisees struggled to track leads and manage interactions efficiently, which led to wasted time and decreased productivity.

Seeking a solution, LIME Painting turned to ClientTether for its centralized communication platform, automation, and multi-territory management features. By implementing ClientTether, LIME Painting streamlined its processes, improving efficiency and enabling franchisees to better manage their customer relationships, saving both time and resources.
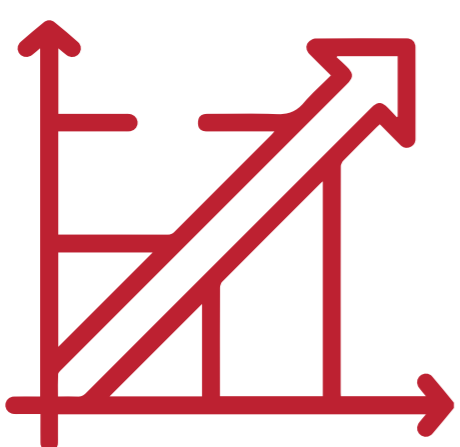
# The Challenges

### Disconnected Customer Communication
Connecting with customers via phone and text was clunky and inefficient. Franchisees spent excessive time managing manual communication processes.

### Limited Multi-Territory Management
Managing multiple territories without a centralized system led to fragmented workflows, making it difficult to scale effectively.
Darrin Crystal reflected, *"Before ClientTether, we had to manually track each customer and update their profiles, which was tedious and time-consuming."*

### Onboarding and Training Complexity
LIME Painting faced challenges in training franchisees, making it difficult to fully leverage the CRM system.

# Benefits to LIME Painting for Using ClientTether

### Time Savings
ClientTether's centralized platform streamlined LIME Painting's communications and workflow, drastically reducing time spent on manual processes. "The system saved time," said Darrin Crystal, VP of Operations, highlighting the impact of automation.

### Improved Franchisee Productivity
With automation tools for scheduling and communications, LIME Painting's franchisees could focus more on operations and less on managing leads. According to Darrin, the solution enhanced "franchisee productivity" across multiple territories.
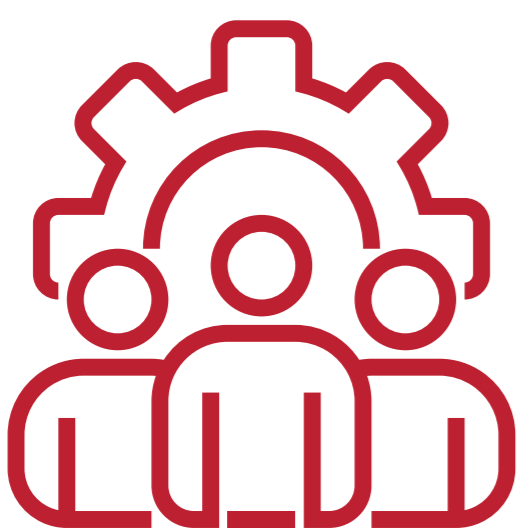
### Enhanced Multi–Territory Management
Managing leads across multiple territories became seamless with ClientTether's nested account feature, which Darrin described as a key enabler of "stronger workflows" across their franchise network.

### Easy Onboarding and Training
LIME Painting benefited from ClientTether's intuitive platform and "easy and powerful" onboarding process. Darrin Crystal praised the training support that ensured the smooth adoption of the platform across their franchise network.

# In the Customer's Own Words

Darrin Crystal, VP of Operations, shared, *"ClientTether has transformed how we operate. The centralized platform and automation tools have saved us time and improved productivity across the board."*

Darrin also emphasized the ease of use, stating that ClientTether was "easy and powerful" and praised the "excellent training and onboarding support." He strongly recommended ClientTether, particularly for home service and franchise industries, noting it as a key tool in improving workflow efficiency.

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**Darrin Crystal**
VP of Operation

# LIMEPAINTING®

Founded in 2013, LIME Painting is the nation's first and only high-end painting franchise, specializing in residential and commercial services. Dedicated to providing luxury coatings and finishes, LIME Painting focuses on enhancing property value with eco-friendly solutions and exceptional craftsmanship.

Learn more at LIMEpainting.com

# Impact Statement

By implementing ClientTether, LIME Painting significantly enhanced operational efficiency and franchisee productivity, allowing them to manage multiple territories seamlessly. The platform's automation and centralized features saved valuable time, improved communication, and streamlined workflows, all while enhancing customer satisfaction and franchisee performance. This enabled LIME Painting to deliver high-quality service more effectively across its network of franchises, positioning them as a leader in the high-end painting industry.

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# Key Results and Why LIME Painting Chose ClientTether

LIME Painting selected ClientTether for its ability to address critical operational challenges. The platform's centralized features, automation tools, and nested account capabilities delivered measurable improvements:

### Enhanced Franchisee Productivity
Automation and centralized workflows streamlined day-to-day operations, giving franchisees more time to focus on clients. As Darrin Crystal, VP of Operations, shared, *"ClientTether allowed us to save time, increase efficiency, and provide franchisees with more time and money."*
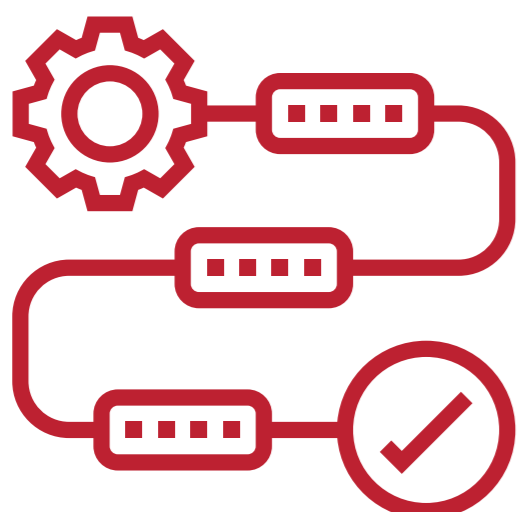
### Improved Multi-Territory Management
The nested account feature enabled seamless management across multiple locations, reducing complexity and improving oversight.
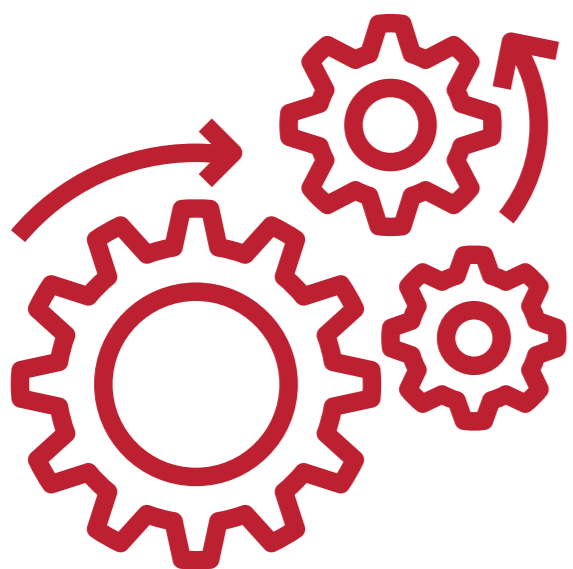
### Streamlined Onboarding and Training
Easy adoption of ClientTether's intuitive platform ensured franchisees could quickly leverage its full potential.

### Improved Customer Satisfaction
Efficient communication and workflow management enhanced service delivery across franchise locations.