



Case Study

The Maids' Growth Story: How Automation and Centralized CRM Helped Boost Franchise Development

“

They're a partner in your business and helping you grow. ”

Kyle McMindes

Director of Franchise Development, The Maids



Client
The Maids

Industry
Residential Cleaning Services

Summary

The Maids has revolutionized residential cleaning services with its signature 22-Step Healthy Touch Deep Cleaning System, prioritizing health, safety, and efficiency. As a leading brand across North America, The Maids delivers outstanding service while empowering franchisees through a proven business model and mission-driven values.

However, franchise development operations were challenged by manual lead management, fragmented processes, and inconsistent follow-ups. Without a centralized system, valuable leads slipped through the cracks, hindering growth.

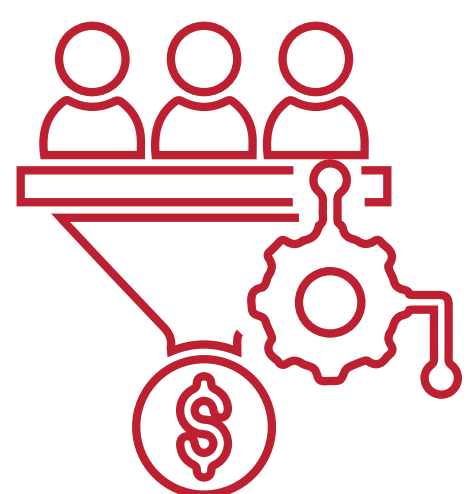
Seeking a modern, scalable solution, The Maids turned to ClientTether. With robust automation, centralized communication, and CRM tools designed for franchise systems, ClientTether helped The Maids streamline franchise development workflows, respond faster to inquiries, and improve lead conversion rates. The result? A system that freed up time for strategic initiatives while standardizing success across the network.



The Challenges

Before adopting ClientTether, The Maids faced several challenges that limited their ability to grow:

Before ClientTether, The Maids faced several key franchise development challenges:



Manual Lead Management

Lead tracking was done through outdated tools like Excel, increasing errors and inefficiency.



Inconsistent Follow-Ups

Without automation or structured workflows, follow-ups varied widely across locations.



Missed Opportunities

Leads were falling through the cracks due to delays in response or disorganized tracking.



Inefficient Workflows

Disconnected systems made day-to-day operations slow, repetitive, and error-prone.



Lack of Speed-to-Lead

The franchise development team lacked tools to quickly engage with prospects, a crucial factor for closing deals.

Benefits to The Maids for Using ClientTether

Centralized Lead Management

“ClientTether centralized lead management... enabling us to respond to leads faster and more efficiently.” – Kyle McMIndes, The Maids

By replacing scattered spreadsheets with a centralized CRM system, The Maids was able to manage and monitor all incoming leads in one place, reducing lost opportunities and improving response consistency.

Instant Lead Notifications

“Features like instant lead notifications... helped ensure that no lead was missed.” – Kyle McMIndes, The Maids

ClientTether ensures that every new lead is routed immediately to the appropriate team member, allowing for real-time responses that significantly increase the chances of conversion.

Automated Communications (Texts, Calls, Emails)

Automation eliminated manual follow-ups, enabling consistent outreach while preserving the personal touch—crucial in high-trust, in-home services like residential cleaning.

Increased Time for Strategic Activities

By automating repetitive tasks, The Maids’ team could shift their time toward growth-focused efforts like franchise development, marketing strategy, and customer experience enhancement.

Tangible Increase in Close Rates

More leads are converting thanks to ClientTether’s tools, directly improving ROI and supporting sustainable growth.

Top Impact Highlights:

1. 4–5% Increase in Close Rates

A measurable boost in performance—especially impactful in a recurring revenue business model.

2. 50+ Leads/Month Optimized

More effective engagement and conversion from existing lead flow.

In the Customer's Own Words

Kyle McMIndes, Director of Franchise Development at The Maids, described how ClientTether reshaped their franchise development:

"We were struggling with manual lead management, inconsistent follow-ups, and the use of scattered systems like spreadsheets. ClientTether centralized lead management, automated communications, and standardized processes across franchises."

He noted the importance of speed-to-lead:

"The moment a lead hits our system, automated texts and emails go out—helping us connect with prospects instantly. That responsiveness is a game-changer."

He also reported tangible improvements in lead conversion rates:

"Close rates have gone up—somewhere around 4% to 5%. If you're getting 50 leads a month, that's a significant increase, especially in a recurring revenue business like ours."

Kyle emphasized how ClientTether also empowered his team:

"The platform lets me see, at a glance, who to follow up with today. I used to use sticky notes for that—now it's all in my dashboard."

And most importantly:

"They're more than a vendor. The ClientTether team is a partner in our growth."

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The Maids®

The Maids is a leading residential cleaning company in the U.S. and Canada, renowned for its exclusive 22-Step Healthy Touch Deep Cleaning System that prioritizes health and efficiency. They offer a variety of personalized cleaning services, including same-day and move-out cleanings, utilizing eco-friendly products to create a healthier home environment for their clients.

Learn more at www.maids.com

Impact Statement

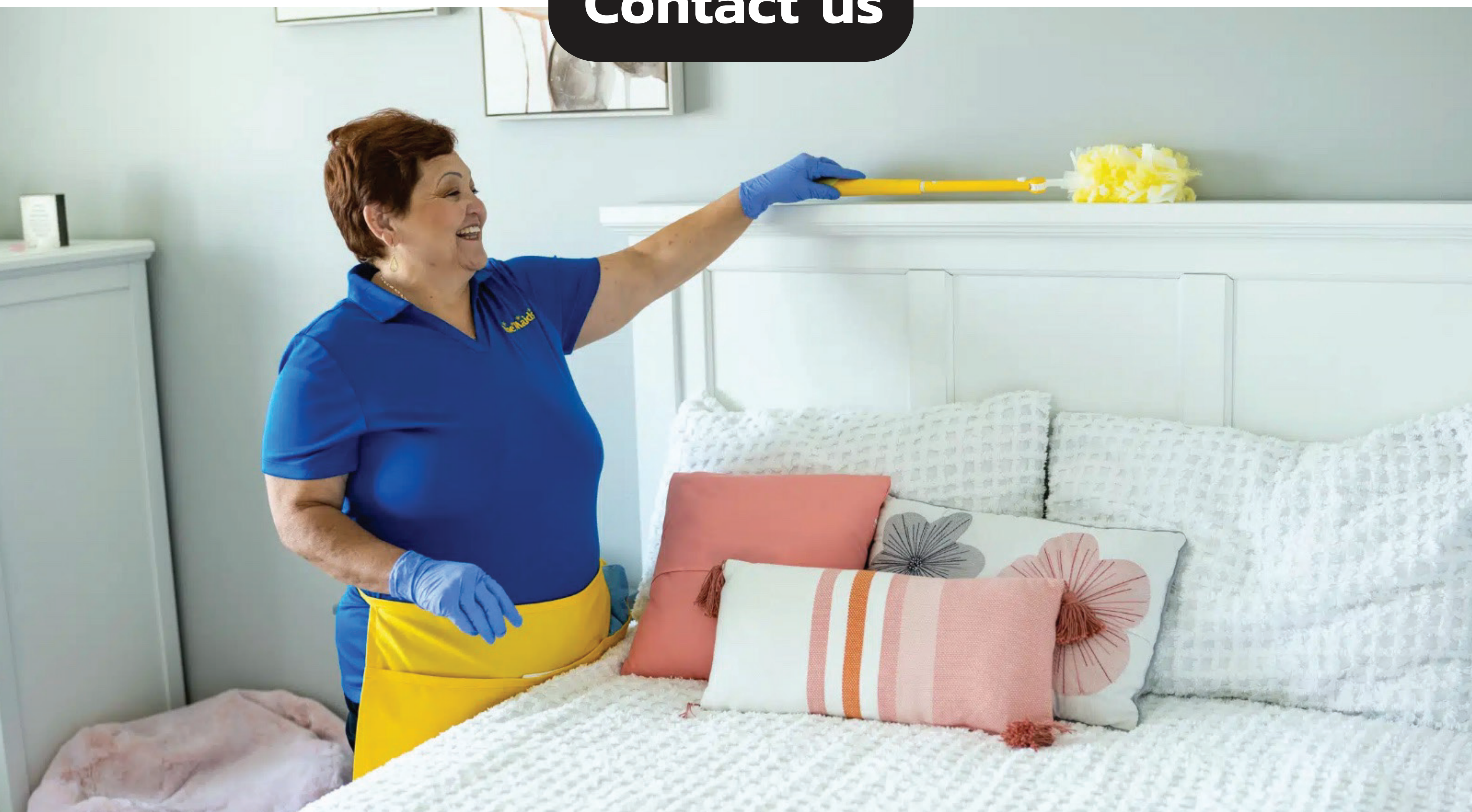
The Bottom Line

ClientTether has become a vital part of The Maids' franchise development success. With faster response times, automated engagement, and system-wide visibility, The Maids is converting more leads and supporting franchisees more effectively than ever.

The result?

- 4–5% Increase in Close Rates
- Automated Communications
- Centralized Lead Management
- Task Automation & Tracking
- Franchise Sales Standardization

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ClientTether The Franchise CRM